JANUARY 16, 1956 35c PER COPY

BROADCASTING TELECASTING

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25TH year

THE NEWSWEEKLY OF RADIO AND TV

1049 Ft. TOWER

that's the maximum tower height in the rich market of

RICHMOND

Petersburg and Central Virginia

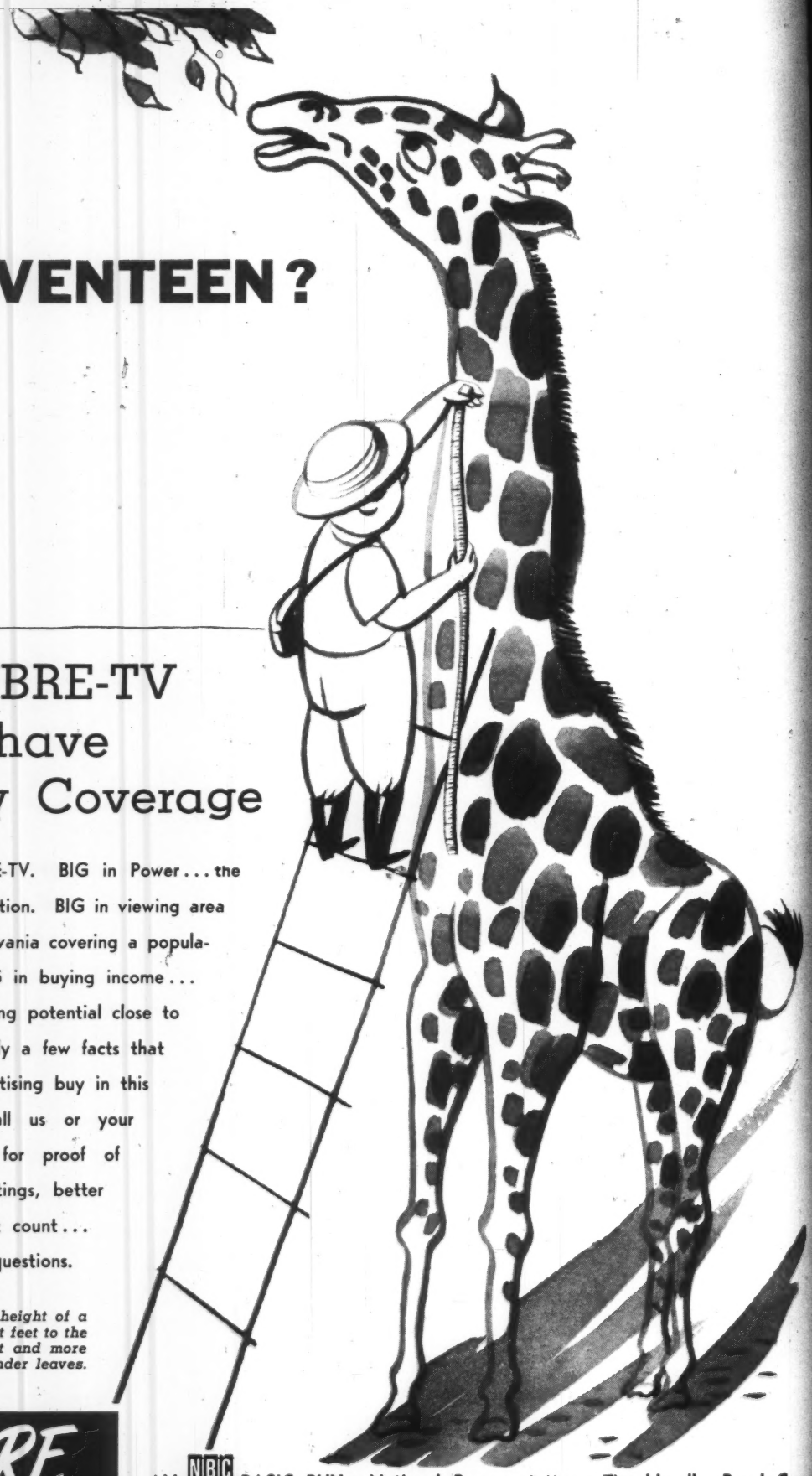
The tower of WXEX-TV is 1049 ft. above sea level—and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. In addition, WXEX-TV has maximum power—316 KW. It is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. See your Forjoe man for full details about this great buy.

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice President

Represented by Forjoe & Co.

. . . NOT SEVENTEEN?



YES . . . WBRE-TV does have a 17 County Coverage

Everything's BIG about WBRE-TV. BIG in Power . . . the Nation's First Million Watt Station. BIG in viewing area . . . 17 counties of N.E. Pennsylvania covering a population of almost 2,000,000. BIG in buying income . . . 400,000 families with a spending potential close to $2,000,000,000. These are only a few facts that make WBRE-TV the BIG advertising buy in this choice consumer market. Call us or your Headley-Reed representative for proof of WBRE-TV's higher program ratings, better picture performance, higher set count . . . and answers to any of your questions.

It is a Zoological fact that the height of a Giraffe from the bottom of its front feet to the top of its head has towered 17 feet and more . . . the better to reach the choice tender leaves.

WBRE
TV Channel 28
WILKES-BARRE, PA.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

ARB and PULSE AGREE:

KRNT-TV

HAS WON AUDIENCE LEADERSHIP
IN DES MOINES!

KRNT-TV sets the pace in the November ARB scoreboard for Des Moines. To mention a few Channel 8 leads:

7 of the top 10 once-a-week evening shows . . . 9 of the top 10 multi-weekly-show quarter-hours . . . the late-evening movies . . . the two afternoon kid shows (reversing national trend) . . . the 10 p.m. News every night by far with ratings up to 45.3 . . . the 10:20 p.m. Sports . . . and many more.

KRNT AM TV
Channel 8 in Iowa

KATZ HAS ALL THE FACTS

FULL POWER, 316,000 WATTS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

NOW...

*beaming it's maximum power signal from the Top of Texas' tallest tower**

KRLD-TV

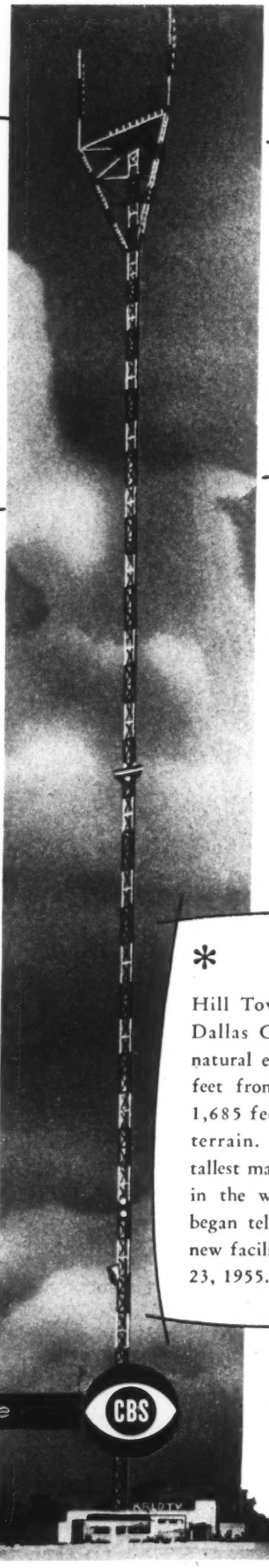
Channel **4**

DALLAS

is giving your sales messages a tremendously increased potency in the

Top O' Texas Market

42 flourishing Texas and Oklahoma counties including CITY GRADE COVERAGE TO THE METROPOLITAN AREAS OF *BOTH* DALLAS AND FORT WORTH, the greatest concentration of people and wealth in the South or Southwest.



* Hill Tower, situated on Dallas County's highest natural elevation, is 1,521 feet from base to tip... 1,685 feet above average terrain. It is the second tallest man-made structure in the world. KRLD-TV began telecasting from its new facilities on December 23, 1955.

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

BLUEPRINT FOR EMERGENCY • As part of long-range planning, federal government representatives have been in consultation with leaders in broadcasting and press in regard to establishment of voluntary censorship in event of war. At outset of World War II, U. S. Office of Censorship came into being overnight, with Byron Price, former executive director of Associated Press, and after war deputy secretary-general of United Nations, as director. Despite sensitiveness of assignment, Price organization handled its task without criticism and without untoward incident. It's presumed same pattern would be followed, with separate divisions for radio and tv, press and external communication.

B•T

ONE OF biggest radio spot campaigns of new year is taking shape at Kenyon & Eckhardt, New York, for Mercury automobile co-op program. Spots will be placed on 1,200 stations in 800 markets effective Jan. 23, with length of contracts varying from two, three to four weeks.

B•T

BIG SWAP • Target date for NBC and Westinghouse exchange of Cleveland and Philadelphia radio-tv stations now set for Jan. 21-22. Though subject to change, current plan is to have closing on Jan. 21, with new managements taking over operations at sign-on next day. Lloyd Yoder, general manager of WTAM-WNBK (TV) Cleveland, will head NBC Cleveland group taking over operation of KYW-WPTZ (TV) Philadelphia, while Rolland V. Tooke, WBC vice president for Philadelphia and general manager of WPTZ, and Gordon H. Davis, KYW general manager, head Westinghouse group moving to Cleveland in similar capacities [B•T, Jan. 2].

B•T

WITH swap of NBC and Westinghouse affiliates in Philadelphia and Cleveland, Westinghouse call letters will move too. NBC already has applied to FCC for switch from KYW to WRCV and from WPTZ (TV) to WRCV-TV. Westinghouse has cleared use of KYW-AM-FM-TV in Cleveland in lieu of WTAM and WNBK (TV).

B•T

STUDY STUDIED • FCC won't be able to tell Senate Interstate Commerce Committee very much about its network study, in response to bill of particulars from Chairman Warren G. Magnuson (D-Wash.), because its special staff study has just gotten off ground. Moreover, committee probably will be informed that $80,000 appropriation for special study has been committed to last dollar and that FCC will need additional funds if it is to carry on after June 30, 1956, fiscal year end. Special study staff of 11 has been recruited with assistance from members of FCC's regular organization.

SENATE committee hearings, it's understood, will be arranged to work minimum hardship on FCC. It's understood, for example, that committee will recess sessions Wednesday and Thursday morning to allow FCC to hold its regular meetings this week and probably arrange similar breaks after hearings are resumed.

B•T

THE HUNTERS • Network evening television time is so difficult to obtain that General Electric, through its agency, Young & Rubicam, New York, currently has two timebuyers on road trying to clear 64 markets in good evening time on regional basis for half-hour film to start March 1 with GE sponsoring on alternate weeks. Station can sell other week to local advertiser or perhaps agency will come up with another advertiser to take over alternate week. Program will be MCA package, *Pepsi-Cola Playhouse*, which will be renamed *General Electric Playhouse*. Entire project, which is in addition to *GE Theatre* on CBS-TV and GE portion of *Warner Bros. Presents* on ABC-TV, will not go on unless good time is cleared, it's understood.

B•T

NEGOTIATIONS reportedly were in progress last week whereby Texas Broadcasting Co., Austin, operating KTBC-AM-TV, would acquire 10% interest in ch. 9 KGUL-TV Galveston, CBS outlet for Houston-Galveston. Acquisition would be from stockholder understood to desire to sell portion of holdings. Texas Broadcasting is headed by Mrs. Claudia T. Johnson, wife of Sen. Lyndon B. Johnson, Senate majority leader. TBC recently acquired 29% interest in ch. 10 KWTX (TV) Waco, in return for assets of deleted uhf ch. 34 KANG-TV, also Waco [B•T, Jan. 2-9]. Meanwhile, reports that KGUL-TV had been or would be sold were denied by Paul Taft, vice president-general manager, who acknowledged, however, that numerous offers had been made.

B•T

RADIO CODE • While NARTB's radio standards of practice group wouldn't disclose its "implementation" proposals after Friday meeting because of desire not to embarrass board of directors, it's known committee favors use of air-identification announcements by subscribing stations; identification on stationery and in directories, and other promotion of NARTB functioning. Board may add or subtract from proposals, if it desires.

B•T

INCIDENTALLY, there's no disposition at this time to implement radio standards with punitive provisions of television code. No monitoring activity to detect violations is contemplated at this time and no funds were asked for detection of violators. Committee felt it should go slow in putting enforcement program into operation.

COMING UP • Grant of Chattanooga ch. 3 to Mountain City Television Inc. is on way to seeing light of day. FCC is understood to have voted 4 to 2 in favor, instructing staff to write decision. Chairman McConnaughey and Comr. Lee voted to make grant to WDOD; Comr. Mack abstained. Key of contentious consideration was action of Ramon G. Patterson, 50% owner of Mountain City, in disposing of 80% of his WAPO-AM-FM Chattanooga holdings. WDOD had contended Mr. Patterson's proposed tv interest and duties would conflict with those at WAPO stations. Initial decision favoring Mountain City was issued in 1954; supplemental initial decision following rehearing with same results was issued last November [B•T, Nov. 14, 1955].

B•T

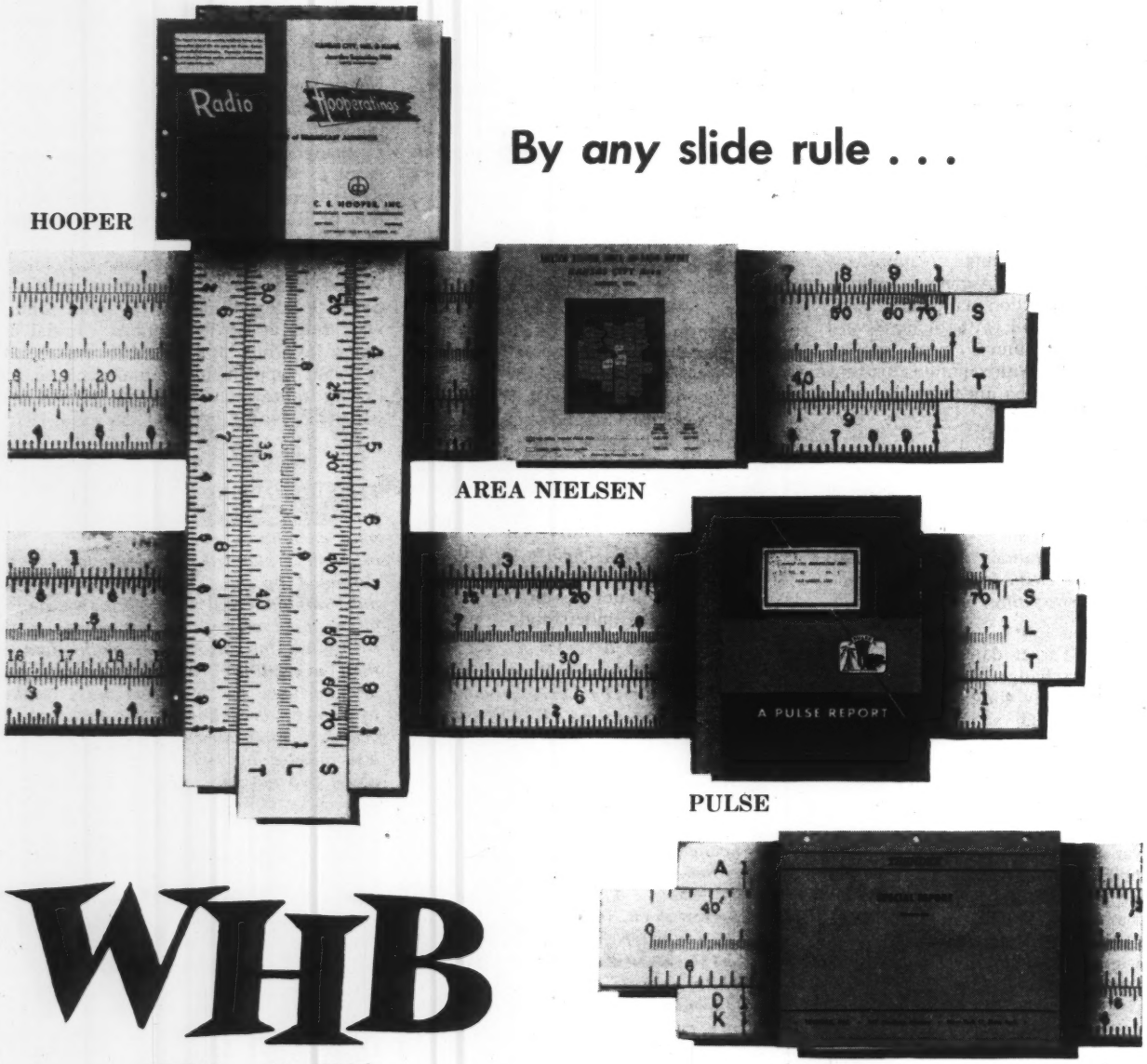
TELEVISION Bureau of Advertising's forthcoming report on spot tv expenditures may encompass even greater detail than originally planned. Information, being compiled by N. C. Rorabaugh Co., not only will show television spot spending of all national advertisers, by company and by brand, but also will include data on their expenditures by geographic regions and perhaps, for members only, market-by-market breakdowns of spending by brands. First quarterly report (covering last quarter of 1955) is due out within about two months.

B•T

McCANN'S P. R. • McCann-Erickson is planning to combine its public relations and publicity services into newly formed affiliated company, called Communications Counselors Inc., with Frank White to be named chairman of the board; W. Howard Chase, president, and Edward F. Baumer and Murray Martin as vice presidents. Mr. White will continue as president of McCann-Erickson International. Mr. Chase is McCann-Erickson public relations vice president; Messrs. Baumer and Martin are M-E public relations executives.

B•T

IN PLAN to assist groups in Europe working toward commercial television, Ziv Television Programs, New York, reportedly will put forward proposal offering package of sample films of Ziv series free to foreign governments, set manufacturers, advertising agencies, broadcasters and commercial interests abroad. Films are to be used for demonstration purposes and closed-circuit television, not on-the-air telecasting. Ziv already has huge backlog of films dubbed into Spanish, German, French and Italian and is considering dubbing in Swedish, Danish and Dutch. Ziv's project is designed to point up to overseas interests programming quality available as result of commercial tv in U. S.



By *any* slide rule . . .

WHB

10,000 watts, 710 kcs.

has run away with the Kansas City radio day

HOOPER—All day average: 47.7%—FIRST PLACE!
AREA NIELSEN—All day average: 42.9%—FIRST PLACE!
PULSE—Every daytime quarter hour—FIRST PLACE!
TRENDEX—All day average: 42.8%—FIRST PLACE!

Call the man from **Blair** *or WHB General Manager* **George W. Armstrong**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WTIX, New Orleans	KOWH, Omaha	WHB, Kansas City
Represented by	Represented by	Represented by
Adam J. Young, Jr.	H-R Reps, Inc.	John Blair & Co.

at deadline

Republic to Follow Suit, Release 76 Features for Tv

RACE to release top feature movies to tv quickens in Hollywood as Republic Pictures Corp. announces this week offering of $40 million package of 76 films through subsidiary, Hollywood Television Service. Titles unsettled but will include top stars. Move counters releases of RKO and Columbia feature blocks to tv.

Part of offering will be "Silver Group" of 24 features in million-dollar class. Stars include John Wayne, Susan Hayward, Claire Trevor, Gail Russell and Vera Ralston. In addition, 52 action and adventure pictures are included.

Studio sources said Republic had not planned to release films this soon, but breaks by RKO and Columbia and concern about other majors unloading features prompted move. Republic already has released 300 features to tv, chiefly westerns and Class B product.

NBC-TV, Trans-Community Negotiate Program Deal

NBC-TV announced Friday it has executed special affiliation arrangement with Trans-Community Tv Inc., organization which will install closed-circuit facilities to provide tv programs to homes where normal tv reception is not available.

Trans-Community systems will originate NBC-TV programs by means of kinescope recordings and motion picture film from central transmission points in various communities, as contrasted to community antenna systems which employ off-air reception from regular tv stations. Within next week Trans-Community is to begin regular closed circuit operation in Cedar City, Utah.

For undetermined period, Trans-Community will carry NBC network commercial programs approved by NBC and advertisers. Trans-Community will retain commercial portions of programs, but no extra charge to advertiser is involved.

$250,000 Asked for Probe

CHAIRMAN Warren G. Magnuson (D-Wash.) of Senate Interstate & Foreign Commerce Committee Thursday introduced S Res 163 asking for $250,000 for committee's studies and investigations, including that of tv networks and uhf-vhf troubles (see page 63), for period Feb. 1, 1956, to Jan. 31, 1957. Amount is $50,000 more than that approved for period ending Jan. 31, 1956.

CBS Hypos Radio Drama

IN MOVE said to be dictated by renewed public interest in radio drama, CBS Radio is announcing today (Mon.) realignment of programming schedule, highlighted by return of *CBS Radio Workshop* series and debut of two other dramatic shows, *Indictment* and *Fort Laramie*.

CBS Radio will present *Workshop* on Friday (8:30-9 p.m. EST), starting Jan. 27; *Indictment* (Sun., 5:05-5:30 p.m. EST) and *Fort Laramie* (Sun. 5:30-6 p.m. EST), both starting Jan. 22.

FASHION FIRST

IN WHAT is claimed to be first time television program has assigned reporter to cover fashion openings in Europe, NBC-TV's *Today* is sending Betty Bullock, program fashion editor, abroad to cover developments in Paris, London, Rome and Florence. Film footage taken at fashion openings will be shown on upcoming *Today* shows, and European models will be flown to U. S. in early February for appearance on special *Today* program.

Lawyers Ponder Effects Of New 309 (c) Amendment

HOW will new Sec. 309 (c) affect existing protest cases? That's discussion churning Washington legal fraternity following Thursday's passage of amended protest clause of Communications Act (see story, page 58).

No one is sure just how revised provision—expected to be signed by President momentarily—will be applied. FCC attorneys explained they must study floor discussion before they can be sure just what effect will be on existing cases. They called attention to Commission report sent to Congress last year which in essence promised that FCC would not undo any protest cases already set for hearing, but would apply new ground rules to those still in "open" status. This, it was pointed out, would apply to such cases as Rochester, N. Y., ch. 10 and Providence, R. I., ch. 12 (which suffered appeals court reversal last week; see story, page 60).

In Rochester case, involving sharetime stations WHEC-TV and WVET-TV, it was learned that Appeals Court sent "mandate" to FCC Dec. 21, 1955, following Supreme Court refusal to entertain appeal [B•T, Dec. 26, 1955]. Document wasn't found until Thursday; it had been "mislaid," according to FCC sources. However, it was pointed out, even if Sec. 309 (c) had not been revised, FCC had "reasonable" time to suspend two stations pending protest hearing requested by Gordon P. Brown, WSAY Rochester, N. Y. This was required under existing protest rule. Revised protest rule now gives FCC discretion on whether to suspend grants following protest. Similar circumstances would apply to WPRO-TV, it was pointed out. Even under old protest provisions, station has right to ask Supreme Court to review circuit court order—which automatically stays mandate.

WSAV-TV Shoots for Feb. 1

WSAV-TV Savannah, Ga., ch. 3, plans to begin commercial operations Feb. 1, Harben Daniel, president and general manager, has announced. Test patterns were to begin yesterday (Sun.). Studios and transmitter atop Liberty National Bank Bldg. in Savannah are completed, with tower and antenna erection remaining. Ch. 3 station, to be NBC-affiliated, received go-ahead last week when U. S. Court of Appeals upheld FCC grant (see story, page 67).

• BUSINESS BRIEFLY

BANDAGES BUY • Bauer & Black (surgical dressings), Chicago, reportedly set for participating sponsorship in NBC-TV's *Howdy Doody* (Mon-Fri, 5:30-6 p.m. EST), purchasing Friday, 5:45-6 p.m. segment for 14 weeks on alternate week basis. Agency is Leo Burnett Co., Chicago.

WAX TESTING • Ultra Chemical Co. (Ultra wax), Paterson, N. J., testing radio spot campaign for four weeks in half-dozen markets at varied starting dates during January. Hazard Adv., N. Y., is agency.

BLUE COAL BUYS • Delaware, Lackawanna & Western Coal Co. (Blue Coal), N. Y., buying radio spot campaign in 20 markets starting today (Mon.) and running four weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

NBC FILM SWITCHES • NBC Film Div. names Dowd, Redfield & Johnstone, N. Y., to handle advertising, effective immediately. Account, estimated at $500,000, has been handled by Grey Adv., N. Y., which will continue to handle RCA Victor records, NBC networks, o&o division and NBC Spot Sales advertising.

McCaffrey Elected President Of Radio-Tv Correspondents

JOSEPH F. McCAFFREY, McCaffrey Reports, Friday was elected president of Radio-Tv Correspondents Assn. First independent correspondent to hold that position, he succeeds Eric Sevareid, CBS commentator. Other officers elected: Robert F. Hurleigh, MBS, vice president; Bryson Rash, ABC, secretary; Julian Goodman, NBC, treasurer. In addition to officers, following were elected to executive board: Lewis W. Shollenberger, CBS; George Marder, UP; Charles Shutt, Telenews.

New officers take office at annual Radio-Tv Correspondents Assn. dinner Feb. 18 at Hotel Statler, Washington. President Eisenhower has been invited, but it is considered doubtful he will attend. However, dinner will honor Ike *in absentia* if he does not. Vice President Richard M. Nixon has agreed to attend. Entertainment will be furnished by NBC.

Standards Committee Okays Plan to Implement Rules

PLAN to implement NARTB Radio Standards of Practice was unanimously approved Friday by association's standards committee, headed by Walter E. Wagstaff, KIDO Boise, Idaho. It now goes to board for action at winter meeting starting Feb. 1.

An implementation committee with Mr. Wagstaff as chairman drew up plan Thursday, with full committee approving it Friday. Public information campaign will be conducted to promote interest in standards.

Attending Friday meeting, besides Mr. Wagstaff, were Carleton Brown, WTVL Waterville, Me.; Ralph Evans, WOC Davenport, Iowa; Paul Fry, KBON Omaha; Cliff Gill, KBIG Avalon, Calif.; Worth Kramer, WJR Detroit; William B. McGrath, WHDH Boston, and Cecil Woodland, WEJL Scranton, Pa.

There can be Only *One* Leader . . .
In Central New York it's WHEN-TV

Now in Our 8th Year of Leadership!

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS
affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

WBIR Wins Knoxville Vhf Year After Initial Decision

WBIR Knoxville, Tenn., favored for ch. 10 there year ago in initial decision by FCC Hearing Examiner Herbert Sharfman [B•T, Jan. 17, 1955], last week received Commission approval of grant. FCC supported Mr. Sharfman's findings and denied competing applications of Scripps-Howard Radio Inc. (WNOX Knoxville) and Tennessee Television Inc. Comr. Lee concurred in result, Comr. Mack abstained.

The FCC found WBIR was equal or superior to Scripps-Howard in all areas except previous radio-tv experience. Scripps-Howard's single preference point however, lost significance in light of WBIR's good record of past broadcasting performance, FCC said.

Although Tennessee Tv was found superior to WBIR with respect to local ownership, civic participation and diversification of communications media, Commission held that these advantages were not as recommendable as WBIR's superiority in broadcast experience, program plans and integration of ownership with management.

Tennessee Tv has no radio, tv or newspaper interests. WBIR is 30% owned by Gilmore N. Nunn and 30% by Radio Cincinnati Inc., which is owned by the Taft family (*Cincinnati Times Star*). Besides interest in WBIR, Mr. Nunn has interests in WCMI-AM-FM Ashland, Ky., and WLAP-AM-FM Lexington, Ky. Radio Cincinnati is licensee of WKRC-AM-FM-TV Cincinnati and owns WTVN-AM-TV Columbus, Ohio.

Scripps-Howard, in addition to ownership of WNOX, is licensee of WEWS (TV) Cleveland and WCPO-AM-FM-TV Cincinnati, and, through related groups, holds additional interests in other radio and tv stations.

Another in Line at Elmira

THIRD APPLICATION for drop-in ch. 9 at Elmira, N. Y., filed with FCC Friday. Latest request comes from Veterans Broadcasting Co., Rochester, N. Y., (WVET-TV), which shares time on ch. 10 there with WHEC-TV. Veterans' Elmira application contemplates power of 220 kw visual, 115 kw aural, with cost of station estimated at $247,749, first year operation $325,000, and revenue $400,000. Other interests seeking same channel are ch. 24 WTVE (TV) Elmira and *Elmira Star-Gazette*. WVET-TV and WHEC-TV also have applied for ch. 27 in Rochester with sharetime arrangement planned [B•T, Dec. 5, 1955].

FCC Study Gets No. 11

APPOINTMENT of 11th member to FCC Network Study Committee announced. He is Dr. Charles Harold Sandage, head of U. of Illinois Dept. of Advertising & Marketing, who was named advertising-marketing consultant to committee.

Dr. Sandage, 54, is State U. of Iowa graduate (A.B., M.A., Ph.D.). He formerly headed marketing department at Miami U., Oxford, Ohio, and held professorial posts at U. of Pennsylvania, U. of California and Harvard. He is author of *Advertising Theory & Practice, Radio Advertising for Retailers* and other publications.

TRADING POSTS

INAUGURATION of American Airlines' Chicago-to-San Francisco flight Jan. 13-14 involved switch of hosts for company's *Music 'til Dawn* on WBBM Chicago and KCBS San Francisco. WBBM's Jay Adres and KCBS' Dave MacElhatten traded for two nights, returned to their home bases via new non-stop service Sunday.

WHIZ-TV Asks Extension On Allocations Comments

REQUEST that FCC extend to Feb. 19 deadline for reply comments in its allocations proceeding was filed Friday by WHIZ-TV Youngstown, Ohio. Petition declared comments were based on theoretical predictions for future solutions, whereas what is needed is "solid and realistic" study of present pattern of tv.

Comments, petition pointed out, in most part assume basic assumptions of 1952 Sixth Report and Order. First things first, WHIZ-TV said: "Proposals based upon hypothetical additions of new vhf channels, reduced separations, protected contours and other theoretical futurities must await analysis of what's wrong with the system right now." WHIZ-TV said it was willing to make such analysis, but needed more time than Jan. 20 deadline would permit.

WHIZ-TV attorney is Robert F. Jones, former Congressman and FCC Commissioner, and in 1954 Republican counsel on television to Senate Commerce Committee. Original deadline for reply comments in allocations proceeding was Jan. 6, but FCC postponed effective date late last year.

KLUK Sold for $25,000

SALE of KLUK Evanston, Wyo., by Edwin L. Bullis to BHB Enterprises, for $25,000, announced Friday. Transaction, negotiated by radio-tv station broker Blackburn-Hamilton Co., is subject to FCC approval. KLUK, 250 w Mutual affiliate, operates on 1240 kc. Station commenced operation in 1952. Mr. Bullis is licensee of KPTL (1400 kc, 250 w) Carson City, Nev.

UPCOMING

Jan. 16: National Appliance & Radio-Tv Dealers Assn. convention, Chicago.

Jan. 16: NBC radio-tv station managers meeting, Plaza Hotel, N. Y.

Jan. 17: Senate Interstate & Foreign Commerce Committee opens hearings in investigation of tv networks and uhf-vhf problems, 10 a.m., Rm. G-16, U. S. Capitol.

Jan. 19-21: S. C. Broadcasters Assn. annual convention, Clemson House, Clemson.

For other Upcomings, see page 103.

PEOPLE

WILL ROGERS JR. signed to exclusive CBS-TV contract calling for actor-businessman to appear in new network series scheduled to replace current *Morning Show* (Mon.-Fri., 7-8 p.m. EST), J. L. Van Volkenburg, CBS-TV president, announced Friday. Format and starting date will be announced later.

DONAVAN H. TYSON, formerly associated with Botany Mills Inc., Passaic, N. J., named Friday as controller of Allen B. DuMont Labs, succeeding **BERT L. GRAHAM,** who becomes special assistant to labs' president, David T. Schultz. Mr. Tyson at one time was controller with Sylvania Electric Products.

BARRY LEE COHEN, associate general counsel, Guild Films Co., N. Y., has resigned to join Greenbaum, Wolff & Ernst, New York law firm.

CONGER REYNOLDS, public relations director, Standard Oil Co. (Indiana) for past 26 years resigns Feb. 1 to head U. S. Information Agency's Office of Private Cooperation. **DON CAMPBELL,** assistant director, succeeds Mr. Reynolds. Other appointments: **JOHN CANNING,** assistant director, to director of information services; **JAMES M. PATTERSON,** assistant director, to field services director, and **ROBERT SIEBERT,** copy chief, to editorial director.

JOSEPH F. EFFINGER, sales manager for color tv receivers, General Electric Co. television receiver department, Syracuse, N. Y., named manager of television sales for department.

WGN-TV Goes to Maximum

WGN-TV Chicago yesterday (Sun.) was scheduled to increase power from 120 kw to maximum 316 kw, with operation of new RCA 50 kw transmitting plant, Frank P. Schreiber, vice president and general manager of WGN Inc. (WGN-AM-TV), reported in announcement Saturday. *Chicago Tribune* station has 73-ft. antenna (914 ft. above ground level) supported by 311-ft. steel tower on 39th floor of new Prudential Bldg. Structure claimed to be highest in Chicago and station reports good reception now will be extended to viewers in northern Indiana, western Michigan and southern Wisconsin.

Drug Companies to Merge

WARNER-LAMBERT Pharmaceutical Co., New York, and Emerson Drug Co., Baltimore, will merge subject to stockholder approval in March, according to decision reached by firms' boards of directors. Warner-Lambert, formed by another merger last year of Warner-Hudnut Inc., New York, and Lambert Co., Jersey City, plans Emerson Drug as division. Sales last year of Emerson Drug topped $15 million with earnings more than $1 million; sales of Warner-Lambert reported at $103 million last year with earnings of nearly $7 million. Warner-Lambert bought 29% of Emerson Drug's voting stock last October.

Burnett Leases New Offices

LEO BURNETT Co., Chicago, with more than 600 employes and annual billings of $70 million, Friday signed 20-year lease to occupy five floors with total area of 156,779 sq. ft. in new Prudential Bldg., consolidating all of agency's departments, now scattered in several downtown Chicago buildings. Agency will move on or about Nov. 1.

the week in brief

THE DETROIT STORY

What really happened to retail sales in the motor city when a strike shut down the newspapers the month before Christmas is revealed by B•T's on-the-spot investigation 27

REVLON LEAVES NC&K FOR BBDO

Cosmetic firm, sponsor of $64,000 Question, *terminating Norman, Craig & Kummel contract as of Feb. 9, with majority of $3.5 million account going to BBDO* 31

TV TOO HIGH, SAY STORES

Department store executives at NRDGA convention tell B•T they'll go into tv advertising when costs come down. NBC's "Window" seen as step in right direction 32

MILLION-A-MONTH CLUB

Nine national advertisers spent more than $1 million for tv network time (gross) in October 1955, according to data compiled by Publishers Information Bureau 35

STANDARD TV FILM CONTRACT

NARTB's Film Committee completes two-year task of preparing a standard contract form for tv station guidance in buying films 44

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U'S ASK COURT FOR VHF STAY

Seven uhf stations petition U. S. Court of Appeals to hold up grants of vhf licenses in Corpus Christi, Madison and Evansville until FCC rules on deintermixture appeals 64

SHIFTS AT STORER STATIONS

Bailey becomes head of WSPD Toledo, Haid head of WSPD-TV and Baxter head of WBRC Birmingham in changes following separation of Toledo radio and tv activities 68

WDSU-TV'S COLOR PLUNGE

New Orleans station dove into color headfirst with local live programming. Now, 18 months and a half million dollars later, management and operating executives tell B•T how it was planned, how it worked out and how the station is going to get its investment back 70

RATING RHUBARBS

Stations blast Pulse in Denver, ARB in Huntington, survey-distorting phone "gimmicks" in Milwaukee 82

RADIO'S PLACE IN A TV ERA

Listening while doing other things gives radio permanent place in life of American people, even though tv takes much of their leisure time, Columbia U.'s Bureau of Applied Social Research finds in study made for NBC 84

COLOR PUSH IN MID-YEAR

Set manufacturing industry's "first real effort" to promote color tv will start in June, executives say at Chicago home furnishings fair, where color-sets were conspicuously absent 90

SUIT SLAPS ASCAP, BMI, SESAC

Life Music asks court to terminate blanket licensing practices of three music copyright clearance organizations, also for $7.5 million damages under antitrust laws; names RCA, NBC, CBS as defendants, too 94

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*Reg. U. S. Patent Office

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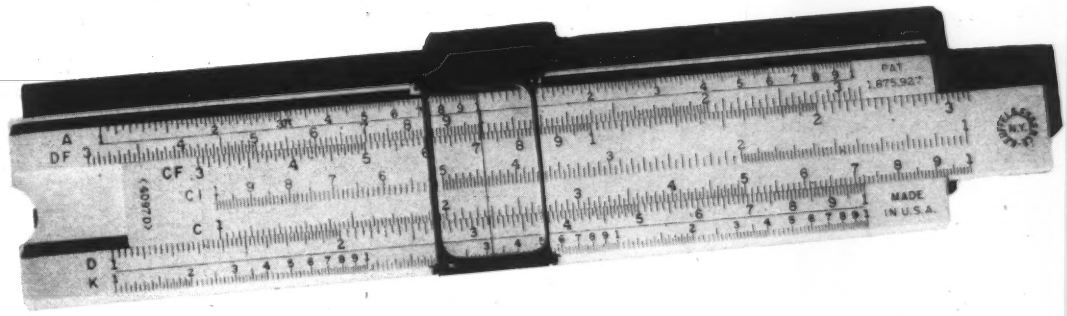
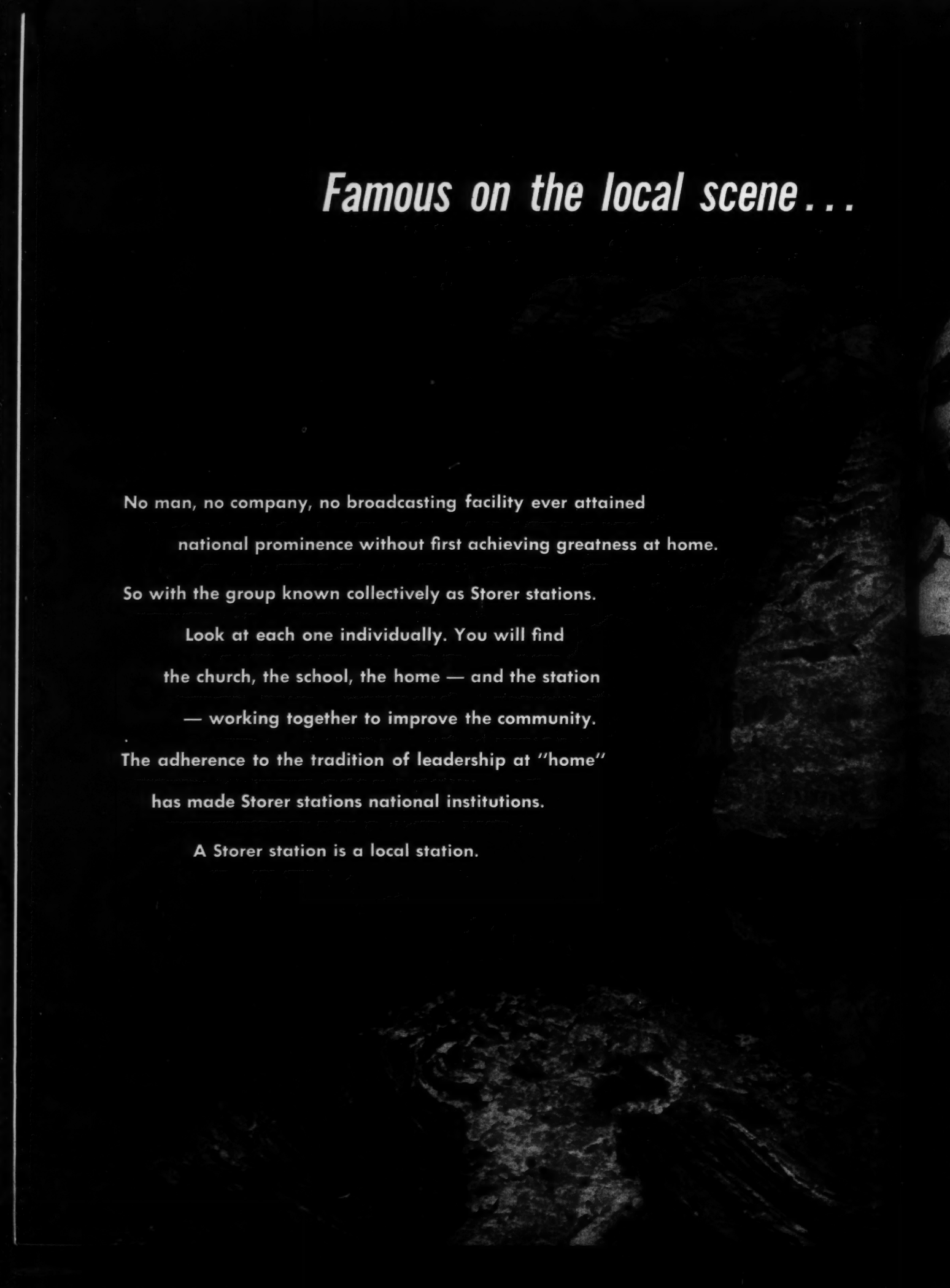


Both rating services agree—KENS-TV is First in San Antonio. The November 1955 reports for both ARB and Telepulse show that KENS-TV is San Antonio's favorite television station morning, afternoon and evening, Monday through Friday (Saturday and Sunday evenings, too!) Not the least of KENS-TV's strength is found in its own station-produced participating programs... a very happy combination with the CBS-TV network. Whether you buy by the slide rule, or sales results, or both, you'll find that KENS-TV really figures in San Antonio. Your F & P Colonel would like the opportunity of sitting down and figuring out a low cost, high rating schedule with you.

CBS IN SAN ANTONIO

KENS-TV
EXPRESS-NEWS STATION
5
SAN ANTONIO, TEXAS

Famous on the local scene...



No man, no company, no broadcasting facility ever attained
national prominence without first achieving greatness at home.

So with the group known collectively as Storer stations.
Look at each one individually. You will find
the church, the school, the home — and the station
— working together to improve the community.
The adherence to the tradition of leadership at "home"
has made Storer stations national institutions.

A Storer station is a local station.

yet known throughout the nation.

STORER BROADCASTING COMPANY

WSPD · WSPD-TV	**WJBK · WJBK-TV**	**WAGA · WAGA-TV**	**WGBS · WGBS-TV**	**KPTV**
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CAPITAL TYPES #19

THE CONSTITUENT

Known to Congressmen as the Pen Pal; never runs out of ink or opinions. Poor speller, but makes up for it with majestic disregard for reason or logic. Favorite song: "I'm Gonna Sit Right Down and Write Myself a Letter." Draws moustaches on models in advertising posters. Expert on the mating habits of tropical fishes; tests water temperature with elbow.

And advertisers who want to elbow their way into the rich Washington market use WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Represented by CBS Radio Spot Sales

IN REVIEW

NBC COMEDY HOUR

SOMEWHERE along midpoint of the *NBC Comedy Hour,* which premiered last Sunday following the demise of the *Colgate Variety Hour,* a member of the cast remarked to m.c. Leo Durocher that confusion was so rampant that he felt like "being in a goldfish bowl."

Truer words were never spoken. As an attempt to outsullivan "the other network," *Comedy Hour* was as transparent as an aquarium. From the top of the credit drum to the bottom, televiewers were exposd to: Henry Youngman's 1918 vintage jokes; Paul Gilbert's limp take-off on *The $64,000 Question* (one the Revlon Co. would hardly dignify with a lawsuit); George Liberace's violin playing, on par with his brother's debatable piano talents; two ridiculous Oriental hillbillies named Ming and Ling; Ina Ray Hutton minus her all-girl orchestra; Jonathan Winters' so-so mono-mimes on baseball and the U. S. Navy, and Bob & Ray's parodies of *Wide Wide World* and *Meet the Press,* which might have been better, though Ray's mimicry of Sen. McCarthy's nasal delivery was superb.

It all did little to live up to NBC's boast that the *Comedy Hour* would be "a showcase of new and promising comics," and proved once again that there are certain things money can't buy, considering the 10 writers on the payroll.

Mr. Sullivan must have been relieved.

Production costs: Approximately $68,000.
Sponsored by Brown & Williamson Tobacco Co., Andrew Jergens Co., and Avco Mfg. Co. through Ted Bates Inc., Robert W. Orr & Assoc., and Compton Adv. Inc., three Sundays out of four, 8-9 p.m. EST, on NBC-TV
Executive producer: Sam Fuller; producer-director: Ernest Glucksman; director: Jim Jordan Jr.; assoc. producer: Irving Rosenblum; assoc. director: Gordon Wiles; unit production manager; Kas Zoller; technical director: Joe Conn; art director: Bill Martin; choreographer: Al White; musical director: Gordon Jenkins; writers: Dick Baer, Doc Calvelli, Robert Riley Crutcher, Izzy Elinson, Marvin Fisher, Hy Freedman, Howard Harris, Bobby O'Brien, Danny Shapiro and Henry Taylor.

DRAGNET

WILL new crime detection techniques ever obviate the need for the cold methodical approach of the foot-weary cop?

Obviously no, particularly in the case of *Dragnet,* which started its fifth year on tv Jan. 5. A better question might be: Will secretarial love find a way to Sgt. Joe Friday's heart, through the maze of the eye-popping new Los Angeles Police Administration Bldg.? And how will NBC-TV fare in the new program realignment involving this sturdy standby?

Cupid and NBC-TV will just have to wait and see. Friday's colleague, Frank Smith, had been fishin', see, and while he was vacationing, the detective squad moved to the new building (it cost Mark VII Ltd. $40,000 to duplicate an $8.75 million structure).

So Friday took Smith on a tour of the facilities. Among the innovations: elevator buttons operated by heat, closed circuit tv facilities for intra-city criminal identification, IBM machines, and an auditorium with lighting for simulating conditions under which the crime was committed. And, oh yes, Friday's girl, Sharon Maxwell.

Since this episode was devoted to a tour, and not to a crime hunt, it probably is not typical of future shows. What expensive new sets, a new time and the injection of romantic interests (in what seems to be a trend in crime programs) will do to this popular show remains to be seen.

Production costs: Approximately $29,000.
Sponsored by Liggett & Myers Tobacco Co. through Cunningham & Walsh on NBC-TV, Thurs., 8:30-9 p.m.
Stars: Jack Webb, Ben Alexander and Marjie Millar.
Producer-director: Jack Webb; writers: John Robinson and Frank Burt; director of photography: Edward Coleman; supv. film editor: Robert M. Leeds; music composed and conducted by: Walter Schumann.

CBS SUNDAY NEWS

NEWS on any given day or week may not be the most cheering commodity to come down the pike but if there is any humor in a newsworthy situation, Eric Sevareid, as he has demonstrated for years on radio, will give it the play it deserves.

Mr. Sevareid's initial program in his new television series dealt, in part, with the coming of commercial tv to Britain. CBS newsman Winston Burdett filmed some interviews with Britishers regarding their feelings on the subject. One heavy-set lady, sitting in a public establishment, was queried as to whether she watched much tv. She hesitated and said no. Mr. Burdett seemed surprised and asked why not. The woman answered simply, "I drink."

Many another newsman, either through fear of the consequences or because of sheer pomposity, would have cut this juicy sequence; Mr. Sevareid had the good sense to retain it.

A weekly news roundup deserves a place in network tv and we're sure Mr. Sevareid will continue to do the fine job with this show that he has done with his others although his premiere performance was a little underdone.

Production costs: Approximately $15,000.
CBS-TV, Sunday, 3:30-4 p.m.
Producer and editor: Ernest Leiser; director: Vern Diamond; associate producer: Leslie Midgley; associate editor: John Sharnik; film supervisor: Joseph Zigman; reporter: Newt Mitzman.

FRONT ROW CENTER

ORIGINALLY a summer replacement program, CBS-TV's *Front Row Center,* returning to the airwaves Jan. 8, gives promise of becoming one of the better live television drama series, judging by its opening production, "Finley's Fan Club."

Robert Dozier's clever teleplay, revolving around the hero worship of an internationally famous writer by a small group that meets in an Omaha grocery store, became a *tour de force* in the hands of such talented performers as Mikhail Rasumny, Diana Lynn, Eddie Bracken, Beulah Bondi, Lilia Skala and William Bakewell.

Ralph Nelson's direction, which kept things going at a brisk pace, excellent sets and smooth camera work all contributed toward making the hour's performance an extremely pleasant one.

Production costs: Approximately $30,000.
Broadcast sustaining, CBS-TV, Sun., 4-5 p.m. EST.
Producer: Edgar Peterson; director: Ralph Nelson; assistant to producer: Mary Dean Pulver; script editor: Alice Young; art director: Robert Tyler Lee; writer: Robert Dozier.

BOOKS

A-M DETECTORS, edited by Alexander Schure. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 64 pp. (paperbound). $1.25.

DESIGNED to provide a thorough and detailed explanation for both detection processes and the various important circuits of am detectors, the book describes all classical types of am detectors, discusses the requirements for detector action and develops fundamental detector considerations in terms of the various types of detector from crystal to superregenerative.

Competition or Regulation

EDITOR:

Your editorial "The Sins of 309 (c)" harshly condemns economic criteria as a determinant in new station authorizations by the FCC. As a corollary, you should now editorialize against all FCC Rules and Regulations. Such FCC rules as the Good Engineering Practices, diversified programming, public service, limited commercialization (now 800 spots per week maximum) are expensive and cannot be obeyed in the face of destructive economic competition.

This writer recently made a trip in the deep south where laissez-faire is rampant in the broadcasting business. Many little towns have two or even three stations. It is no paradise for the listener. At one little two-station town the signals were so distorted it was uncomfortable to listen to either station. We tried to help. The station manager said: "I know we are bad; it is our modulation transformer that is shot but we can't afford a new one."

Richard F. Lewis Jr., Pres.
The Richard F. Lewis Jr. Radio Stations
Winchester, Va.

NB: Note to Editor! Hope you will give this as much prominence as your beautifully written "The Sins of 309 (c)."

[EDITOR'S NOTE: Publication of Mr. Lewis' letter does not mean that we concur in his view that competition should be limited. We don't.]

KLUB Durante

EDITOR:

COPY OF WIRE SENT TO JIMMY DURANTE, HOLLYWOOD: YOUR SCREAMINGLY FUNNY REMARK SATURDAY NIGHT ABOUT HAVING FORGOTTEN HOW TO USE A RADIO SET REMINDS THOSE OF US IN RADIO THAT THE LAST TIME DURANTE HAD A RATING WORTH TALKING ABOUT WAS WHEN YOU WERE IN RADIO. COME NOW, JIMMY, WHY BITE THE HAND THAT ONCE FED YOU?

Allan Thomas, Mgr.
KLUB Salt Lake City, Utah

The Pacific Northwest

EDITOR:

I have just read through your article on the Pacific Northwest [B•T, Jan. 9] and want to congratulate you on a very complete and accurate job. This is the best coverage of the area which has been given by any of the national publications which have attempted similar reviews. You did a remarkable job for so short a time in the area.

If you have prepared reprints of this article or plan to do so, I would very much like to have 50 copies for distribution to some of our officers and occasionally to those requesting information about the area.

Miner H. Baker, V. P. and Economist
Seattle-First National Bank, Seattle

[EDITOR'S NOTE: Reprints of "The Pacific Northwest" are available now at $15 per 100, plus mailing costs.]

Color Radio Red-Hot

EDITOR:

My ears turned a bit purple when I read in the Jan. 2 issue of B•T that KLIF in Dallas was coming on the air with color radio.

I have been broadcasting radio in full compatible color since the spring of 1954, via KFAB, color radio center, in Omaha. In fact, many Texans have sent word of hearing the colorful programs (our signal rolls in down in Central Texas).

During the past six months since KFAB turned me loose on Norman, the KFAB Radio Service (in full color, to be sure), dealers in this area have completely run out of color radio sets (particularly those with wide speakers).

So, welcome aboard, KLIF!

Don Norman
KFAB Omaha, Neb.

WCDJ Edenton

EDITOR:

In reference to your Jan. 9 publication of B•T, [page 121], there was a misprint of application granted concerning our station. You listed the city as Trenton, N. C. It is Edenton, N. C.

William E. Johnston, Mgr.
WCDJ Edenton, N. C.

Cheering Section

EDITOR:

Three cheers for B•T's interview with Kevin Sweeney [B•T, Jan. 2]. He put his finger squarely on the source-spring of many of radio's problems. Television charmers have tried —and successfully in too darn many cases—to mesmerize radio salesmen into believing radio is only an unwanted stepchild in the advertising picture.

The spot-in-the-hand-is-worth-two-in-the-bushes day is long gone for radio. Those bushes have to be threshed and winnowed, and looking longingly at accounts of the broadcaster down the street is a sales-lazy approach.

In radio operations which are 100% successful—and anything less than that has to be considered not successful—sales and programming must be Siamese twinlike in their intradependency.

Radio's '56 war cry: "Get out and get on it!"

Dick Doty
WHAM Rochester, N. Y.

Letter Man

EDITOR:

I would appreciate receiving 25 reprints of the letter to the editor on page 18 of the Jan. 2 issue written by Mr. Eugene Weafer of the National Milk Bowl and entitled, "Sportscasting Doesn't Hurt."

Jay Wagner, Gen. Mgr.
The Lake Erie Broadcasting Co.
Sandusky, Ohio

[EDITOR'S NOTE: Sent as requested.]

Noncommercial Holidays

EDITOR:

It is doubtful if many other stations will be able to beat KRKD's record of cancelling all commercial programs on Christmas Day over a period of 21 years [OPEN MIKE, Dec. 26]—but there is a station up here in Canada which I have the pleasure of representing that has been operating for the past nine years and has never permitted a commercial program, or even greetings, on its 24-hour daily programming on two days of the year. One is Christmas and the other is Good Friday.

The station is CKVL Verdun-Montreal, whose owner is Jack Tietolman.

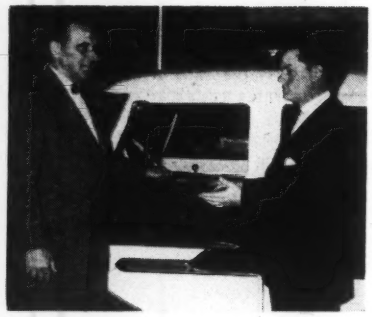
A. A. McDermott
Radio & Television Sales Inc., Toronto

beyond this
keyhole lies the
richest untapped
market in the
carolinas,
right in WITNland.

witn
channel 7
NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

SOLD ON WARL: *(left to right)* Jim Mathews, owner of Tops Restaurant, and George Henning, WARL Director of Sales, look over Tops' newly signed contract for 1956.



SOLD ON WARL: *(left to right)* Erle Kirby, president of Kirby Dodge-Plymouth dealership, discusses advertising plans for the coming year with WARL's George Henning.

SOLD ON WARL: *(left to right)* Tom Blowe, Sales Manager; Louis Graves, President; John Harper, Assistant Manager, work up Charles Schnieder Baking Company's WARL promotion plans.

SOLD ON WARL: *(left to right)* Stan Barkley, Epstein Advertising Agency Account Executive; Buddy Cohen, Used Car Sales Manager, watch E. M. Kupersmidt, President of Coast-in Pontiac sign WARL 1956 contract.

SOLD ON WARL: *(left to right)* Arthur Clarendon Smith, President of Smith's Transfer & Storage Company, looks over 1956 advertising plans for WARL as Courtland D. Ferguson, ad agency head, looks on.

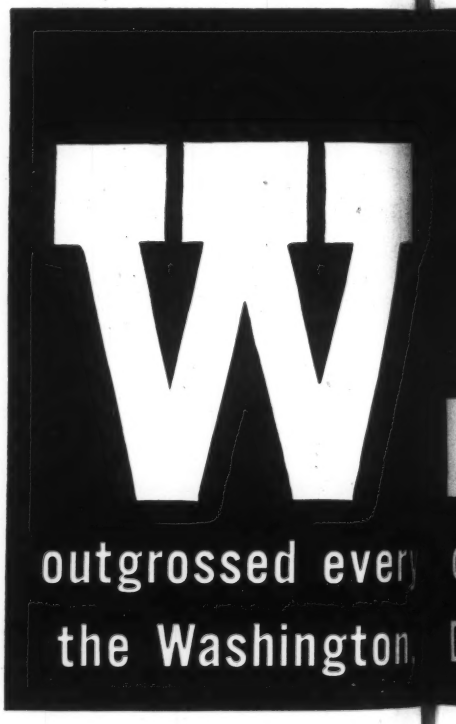
SOLD ON WARL: *(left to right)* Alvin Q. Ehrlich of Kal, Ehrlich & Merrick advertising agency, and Leon Cherner, of Cherner Motor Co., complete plans for 4th straight year on WARL.

SOLD ON WARL: *(left to right)* Luther S. Briggs, Secretary-Treasurer of Briggs Meats and Ice Cream Companies, and Account Executive Bill Mullett of Kal, Ehrlich & Merrick, discuss ad plans.

SOLD ON WARL: *(left to right)* Kal, Ehrlich & Merrick Account Executive Bill Mullett, and C. T. Lindsay, Capitol Cadillac and Oldsmobile executive, plot WARL advertising plans.

SOLD ON WARL: *(left to right)* Bill Waring, WARL Account Executive; M. H. Burchell, President of Alexandria Dairy (Virginia's largest); and Uncle Bud Ward of Bud Ward Advertising, hold campaign meeting.

SOLD ON WARL: *(left to right)* Mr. and Mrs. Jos. J. Fuschini, co-owners of Progressive Cleaners, and Bill Waring, WARL Account Executive, plan advertising on WARL for the coming year.



these local advertisers buy radio by results not by ratings alone!

The men who know this market like the palm of their hand just don't hand out orders without getting tangible results. Local advertiser and agency experience means more than all the ratings ever published.

. . . that's why

WARL

ry other independent radio station in
n. D. C. market for 4 straight years!

WARL • *the favorite for country music and local news.*

5232 Lee Highway, Arlington, Va. • *Kenmore 6-9000*

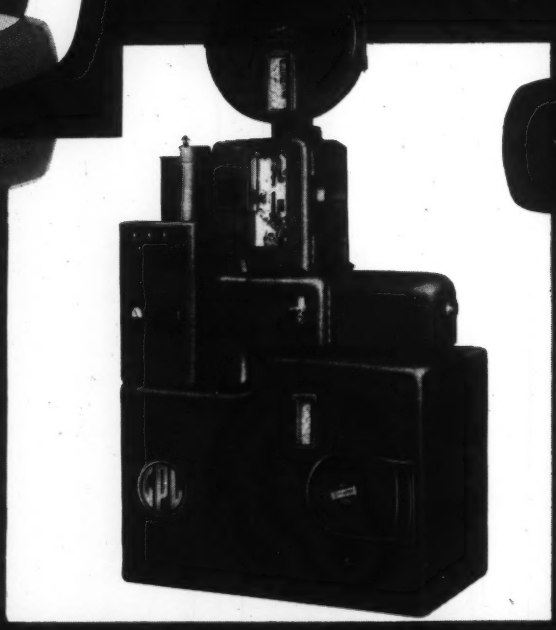
SOLD ON WARL: *(left to right)* J. Bach, manager of Sterling Optical Co., and Stan Barkley, Epstein ad agency account executive huddle over new WARL contracts.

SOLD ON WARL: *(left to right)* Mr. and Mrs. Diamond, co-owners of Eagle Wine & Liquor Store; Paul Lynn Heller, ad agency head; and A. F. Weinstein, store manager, look over their renewed contract.

SOLD ON WARL: *(left to right)* George Crump, WARL commercial manager, shakes hands with Paul Ryles, Pepsi-Cola manager, on signing a new contract with WARL.

SOLD ON WARL: *(left to right)* Andrew Auth, sales manager and Tony Auth, President of Auth's Inc., talk over their well-known meat products with George Henning, WARL Director of Sales.

for THE BEST IN COLOR



the GPL 35mm. telecast projector

The new model GPL 35 mm. telecast projector will enable your station to broadcast the finest in color television.

This GPL projector utilizes the famed SIMPLEX XL projector mechanism and sound head—the standard of the motion picture industry and the product of International Projector Corporation, an affiliated GPE Company. In adapting the Simplex equipment to television, GPL engineering skill has produced the leader in the 35 mm. field. Here are some features:

- Flatness of illumination greater than 90% of high level
- Jump and weave less than 0.15% of picture width
- Resolution in excess of 500 lines
- 40% nominal application time
- Relay condensing optics for field lens or direct-in operation
- Dual lamp system for completely reliable operation
- Standard motion-picture sound specifications
- Permits still-frame operation
- Designed for 3-vidicon color or monochrome chain

Write, wire or phone for detailed information.

GPL

our respects

to JOHN BARTON POOR

BY THE TIME he was 16, Jack Poor had lived in six cities in four states. In the Coast Guard during World War II, he served at posts from New York to New Guinea. And in the rapidly expanding geography of the Tom O'Neil radio, television and motion picture interests, Jack Poor also may be said to be going places.

He has, in fact, already gone places.

Today, just edging into his 40's, he is executive vice president and a member of the board of Mutual, the far-flung radio network which only a few years ago was the principal landmark on the O'Neil landscape. He also is a vice president of the boardless General Teleradio, the parent corporation set up in 1952 to encompass the expanding O'Neil interests, which by that time included Mutual, owned television and radio stations, and a film syndication unit. Moreover, he also is a member of the eight-man board of RKO Teleradio Pictures Inc., the new overall parent formed after Mr. O'Neil's $25 million acquisition of RKO Radio Pictures last July.

A quiet, modest man, Jack Poor is inclined to play down his role in the diverse operations of RKO Teleradio Pictures and in the increasingly complex maneuvering by which the O'Neil interests have reached their present considerable estate.

Mr. Poor says that Mutual and the other facets of General Teleradio, which form the broadcasting-telecasting division of RKO Teleradio Pictures Inc., are his principal concern and take most of his time. He says he had nothing to do with the $15.2 million deal in which C&C Super Corp. acquired primary rights to the RKO backlog. It is a fact, however, that with Tom O'Neil he was one of the two principal negotiators for General Teleradio in the negotiations by which RKO Radio Pictures was acquired in the first place.

The road by which Mr. Poor reached his present posts seemed, at first, to be almost a meandering one, like his childhood.

John Barton Poor was born in Philadelphia Aug. 29, 1915, the son of S. S. and Elsie P. Poor, and lived there for approximately two years. Then began a series of moves for which he can offer no particular explanation beyond the guess that it was reflective of "a migratory America." From Philadelphia the family moved to Cleveland for three years, on to Akron for two, back eastward to Brooklyn for four, over to Great Neck, Long Island, for five, then to Andover, Me.

In these perambulations, young Jack Poor had no chance to become provincial. His educational stops included Brooklyn and Great Neck elementary schools, Friends Academy on Long Island, Andover High School, Western Reserve Academy at Hudson, Ohio, Wesleyan U., where he graduated with an A.B. degree in 1938 and Harvard U. Law School, where he received his LL.B degree in 1941, graduating *cum laude*.

Graduating from law school just before U. S. entry into World War II, he joined the legal department of Army Ordnance. Then, in May 1942, he let himself be talked into joining the Coast Guard by a young fellow who was running a Coast Guard intelligence unit. The young fellow's name was Tom O'Neil, then an ensign, whose brother John had been a college mate of Jack Poor's at Harvard.

By the following December he had made bosun's mate and decided to enter the Coast Guard Academy, emerging in April 1943 as an ensign. He was assigned to Merchant Marine hearing units, participating in the maritime equivalents of court trials, and in this capacity served at stations in New York, Los Angeles, Brisbane, and New Guinea.

He was released from service in December 1945 with the rank of lieutenant and joined the Boston law firm of Nutter, McClennen & Fish, where he served from January 1946 to September 1949. Then, with a friend from college days, he formed the Boston law firm of Dalton & Poor.

Meanwhile, he had represented the O'Neils' Yankee Network in New England since 1947, gradually spending more and more time on its affairs, and in August 1952 he joined the O'Neil organization fulltime, moving to New York as general counsel of General Teleradio.

At this point his professional road began to straighten out. In 1953 he became a vice president as well as general counsel of General Teleradio, and a year ago, in January 1955, he was named executive vice president of Mutual and a member of its board. He retained his vice presidency of General Teleradio, became a vice president of RKO Radio Pictures when that company was bought, and last month when RKO Teleradio Pictures was formed, added a vice presidency of the parent corporation to his portfolio.

Mr. Poor was married April 17, 1943, to Betty Rome of Brooklyn, "whose father is head of the New York subways advertising department, a competitor of ours." They have five children—Nancy, 12; John Jr., 9; Penny, 7; Pam, 5; and Lisbeth, 2—and a sixth is expected at their Garden City home in the next month or so.

Not a great hobbyist, Mr. Poor used to play golf but has given it up; also has a farm in Maine but hasn't been there in two years. His principal recreation, he says, is reading. He is a member of the American Bar Assn., the Boston Bar Assn. and the American Juridicature Assn.

They bring
the MOUNTAIN
to MAHOMET

Some broadcasters cry in their martinis for the good old days when thousands flocked to see radio.

Others get off their swivel chairs and take radio to the people.

Over one million visitors see as well as hear Stu Wilson, veteran disc jockey and special events director of KBIG Catalina, broadcast from the September Los Angeles County Fair, world's largest, at Pomona. Daily they shake his hand, hear his music and verbal vignettes, then walk away with KBIG pictures and literature.

Focus of KBIG promotion is its Volkswagen mobile broadcasting studio. Every day of the year a KBIG disc jockey broadcasts from the Volks, somewhere in the eight-county territory served by The Catalina Station.

Southern California millions have met such KBIG personalities as Wilson, Carl Bailey, Larry Berrill . . . at county fairs of San Diego, Riverside, Orange, Hemet Farmers Fair, Holtville Carrot Festival, San Bernardino Orange Show, Los Angeles Sportsmen's Show, Hobby Show, Do-It-Yourself Show . . . on populous beaches . . . Long Beach, Corona del Mar, Santa Monica . . . in window and parking lots of a market, restaurant, furniture store.

They say radio has become a personal companion in kitchen, bedroom and car. KBIG mikemen go further: they're taking themselves to the people, making the station-listener relationship a personal thing.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

BOYS, I'm SENSATIONAL!!

I know it's not nice for girls to boast, but really, in this madhouse they call TV, you've gotta have something more than a sexy smile and some mascara on your eyelashes. Don't get me wrong, I'm not knocking either one; and as a matter of fact, I use them both. I use the word "sensational" to get your attention. The thing I wanted to tell you is this: "Private Secretary" is now available first-run-off-network under the title of "SUSIE" (that's me, Ann Sothern). My success story is a matter of record. Three years on CBS Sunday nights for American Tobacco via BBD&O, and now available for you if you're looking for a powerful syndication show.

tpa for higher sales through quality programs ...

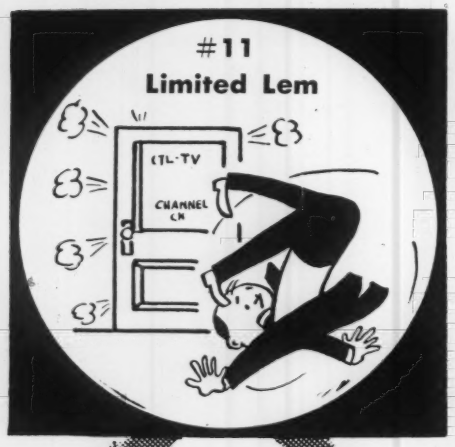
Television Programs of America, Inc.

477 Madison Avenue, New York 22, N. Y.
360 North Michigan Avenue, Chicago 1, Ill.
5746 Sunset Boulevard, Hollywood 28, Calif.

SUSIE*

*known on its CBS network run as "Private Secretary" starring Ann Sothern.

A Chertok TV production



Future
bright,
Talent galore . . .

Memory limited,
BAR THE DOOR!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

KVAR
Channel 12
Phoenix

WMCT
Channel 5
Memphis

Trademark registered U.S. Pat. No. 2835373 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

MELVIN JOHN COLE

on all accounts

RADIO-TV can count Melvin John Cole, broadcast media supervisor at McCann-Erickson Inc., Chicago, among its more perceptive friends and spokesmen from the agency vantagepoint.

John (he never uses Melvin) Cole speaks softly but carries the big stick of conviction when he tells you tv will continue to "create a broadening scope of advertising opportunities" and radio will find new strength in capitalizing on its own peculiar aural advantages (creation of images).

At McCann-Erickson he supervises broadcast media buying on all accounts, including Swift (all meat products, ice cream, dairy, frozen foods, poultry), Derby Foods (a sponsor on *Disneyland*), Tidy House Products, Mead Johnson, Allied Van Lines, Milk Foundation, Carter Oil and Milnot. All use radio and/or tv. (Of the latter medium he points out: "Television has created opportunities that never existed before; new advertisers have created budgets they never had before.")

Mr. Cole hails from Waterbury, Conn. (born Dec. 3, 1918), attended Crosby High School there and worked on dramatics with the Little Theatre, which led to an announcer's job at WBRY Waterbury in 1939. In 1940 he joined the U. S. Air Force as a radio operator and flew combat missions in B-24s over Europe. (While in basic training in 1941 he helped put on *The Air Corps Men* over WSAV Savannah, Ga.) For his European service he was given the Purple Heart, Distinguished Flying Cross and Air Medal.

Mr. Cole was graduated from the U. of Minnesota with a B.A. degree in 1947 and joined KWDM Des Moines, becoming assistant program director. In 1949 he took postgraduate work at U. of Denver, serving as graduate assistant in its radio department. He also worked with the National Opinion Research Center on surveys there. Mr. Cole became radio-tv director of Erwin, Wasey & Co., Minneapolis, in 1950 and moved to Campbell-Mithun Inc. in 1951 as timebuyer and assistant to the radio-tv director. He joined McCann-Erickson early in 1954 as head timebuyer.

Mr. Cole married the former Adele Oberg (it was an overseas correspondence relationship that blossomed into an introduction) and they have three boys, Kevin 7, Dana 5, Tim 3. The M-E supervisor is active in church and community affairs of suburban Park Forest, where the family home is located, and currently serves as finance chairman for Grace United Presbyterian Church there.

Radio-Television
NOMINATIONS INVITED

Deadline Feb. 1, 1956

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

Radio

11. Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a typewritten summary and recordings or tapes, not exceeding fifteen minutes running time.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typewritten summary mentioning running time of exhibit, not to exceed fifteen minutes.

Television

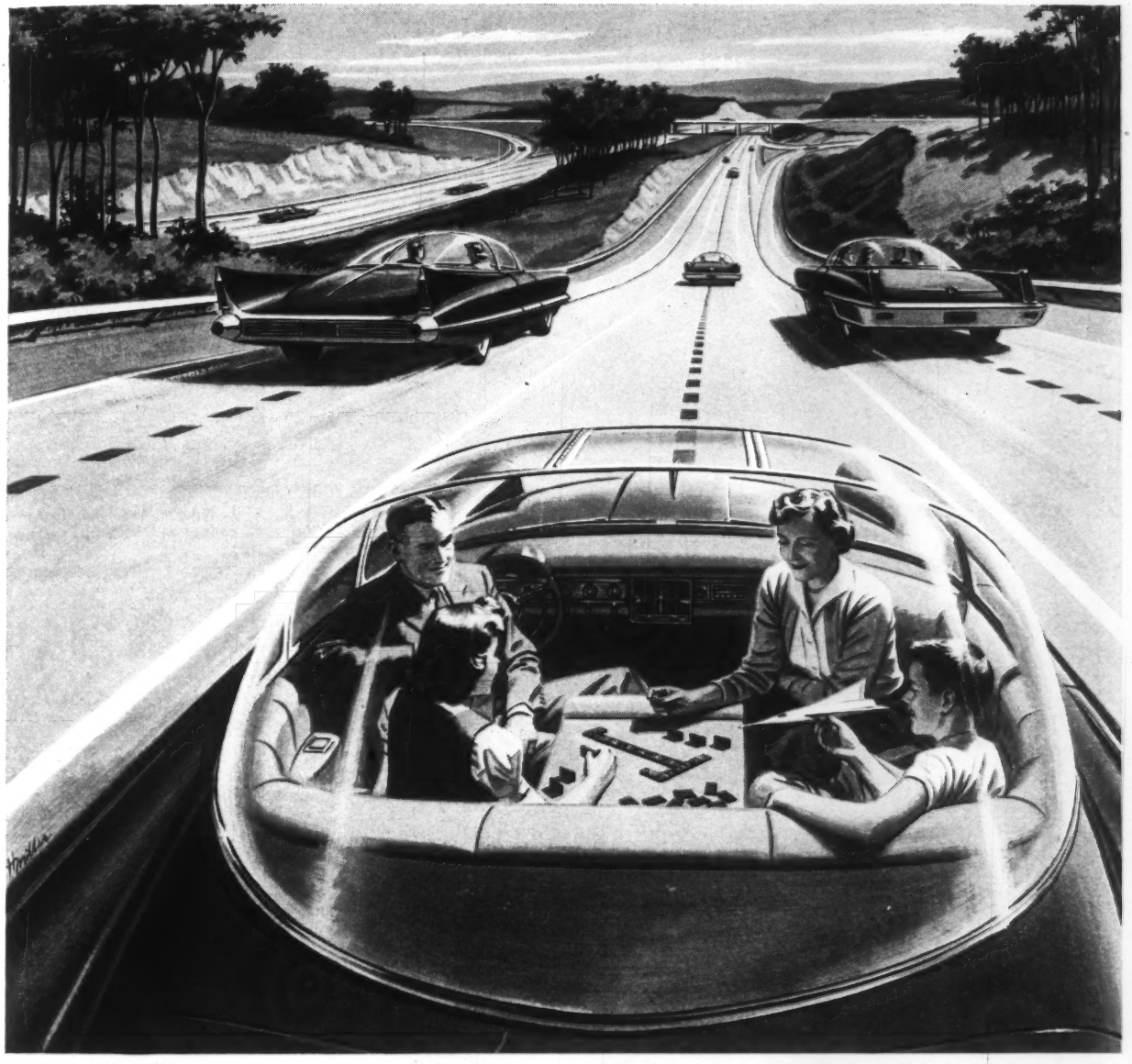
13. Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Nomination blanks and further information may be secured by writing to:

Victor E. Bluedorn, Director

SIGMA DELTA CHI
35 E. Wacker Dr., Chicago 1



ELECTRICITY MAY BE THE DRIVER. One day your car may speed along an electric super-highway, its speed and steering automatically controlled by electronic devices embedded in the road. Highways will be made safe—by electricity! No traffic jams... no collisions... no driver fatigue.

Power Companies Build for Your New Electric Living

Your air conditioner, television and other appliances are just the beginning of a new electric age.

Your food will cook in seconds instead of hours. Electricity will close your windows at the first drop of rain. Lamps will cut on and off automatically to fit the lighting needs in your rooms. Television "screens" will hang on the walls. An electric heat pump will use outside air to cool your house in summer, heat it in winter.

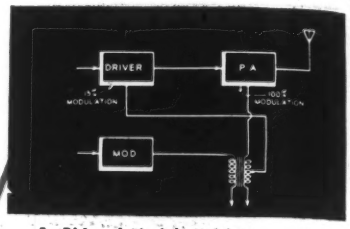
You will need and have much more electricity than you have today. Right now America's more than 400 independent electric light and power companies are planning and building to have twice as much electricity for you by 1965. These companies can have this power ready when you need it because they don't have to wait for an act of Congress — or for a cent of tax money — to build the plants.

The same experience, imagination and enterprise that electrified the nation in a single lifetime are at work shaping your electric future. That's why in the years to come, as in the past, you will benefit *most* when you are served by independent companies like the ones bringing you this message — America's Electric Light and Power Companies*.

*Names on request from this magazine

BTA-5H! Newest

with 6 Majo

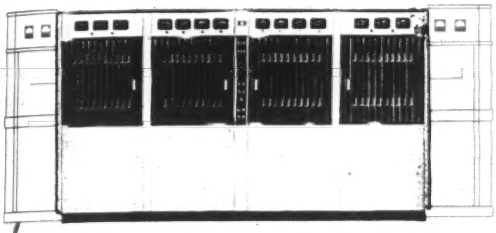


1. Bi-Level Modulation improves linearity and fidelity . . . saves power.

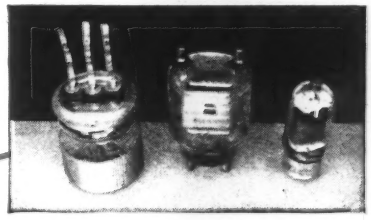
RCA Newest 5 kw AM transmitter, Type BTA-5H. The 10 kw Type BTA-10H is same size, same appearance. Maximum floor area, only 33 sq. ft. Both transmitters are completely air-cooled.

RCA 5-KW "AM"

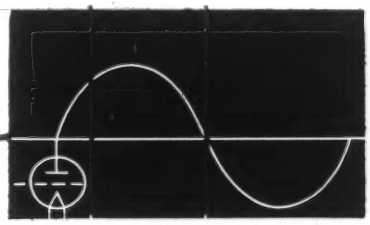
Benefits, Including Bi-Level Modulation



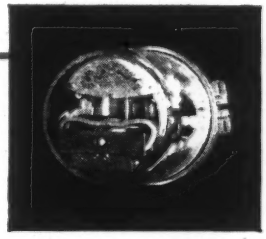
2. Up to 40% less floor area than previous "5 kw's"



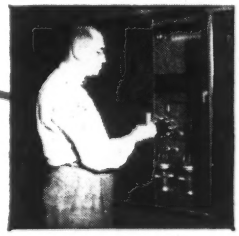
3. Power tube costs reduced



4. 1/60th second arc-back protection



5. Lower power bills



6. Sliding doors—front and rear

Just read these exclusive features . . .

1. Bi-level modulation, accomplished by adding a controlled amount of audio to the r-f driver increases efficiency, reduces power consumption and reduces distortion. Linearity of the power amplifier is greatly improved by varying the drive in proportion to the modulation.

2. BTA-5H requires less "operating" floor space than other 5 kw's—saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.

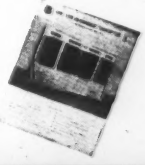
3. BTA-5H is the only "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762—costing less than half that of power types in most "5 kw's."

4. It's the ONLY "5kw" with "split-cycle" overload and voltage protection — using thyratron-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.

5. BTA-5H holds power bills to the LOWEST in the "5-kw" field through smaller power tubes, fewer stages, fewer tubes (only 23 tubes and 7 different types).

6. BTA-5H is equipped with horizontally-sliding doors front and back. Benefits:

- ✓ Saves over 60 square feet of floor area
- ✓ Provides more elbow room for operator
- ✓ Makes it easier to get at transmitter.



For all the facts about this new 5 kw transmitter . . . call your nearest RCA Sales Representative. Also ask for bulletin B.6535 shown at right.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

KWKH SHREVEPORT

EVEN GETS INTO *FOREST!*

KWKH really beats the bushes to bring you this area's best daytime audience. And *does* it, too—reaching thousands of farms, hundreds of towns and settlements like Forest (La.) in our 80-county SAMS area.

But all these "trees" don't keep us from seeing the *main stem*. Latest Hoopers for Metropolitan Shreveport show KWKH preferred over the second station *morning, noon* and *night*—up to 104%!

In *listeners-per-dollar*, KWKH tops the second-best station by 89.4%. Get all the facts from The Branham Company.

Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

January 16, 1956 Vol. 50, No. 3

CITY WITHOUT NEWSPAPERS: WHAT'S THE DETROIT STORY?

- **B•T sent a reporter to uncover the facts. He found:**
- **Department store sales up despite 6-week strike.**
- **Radio, tv station revenues up 20-50%, albeit temporarily.**
- **The city missed its newspapers, but wasn't in distress.**

WAS GREATER DETROIT's economic and social life imperiled by the six-week newspaper strike that was near settlement Friday?

The answer is "no."

The city was not in desperate straits, as some "news" accounts imply. Indeed, in some ways its business increased. But it would be untrue to say that Detroit did not sorely miss its newspapers.

That, in quick summary, is the report of J. Frank Beatty, B•T senior editor, who was sent to Detroit to investigate the effects of the newspaper shut-down. Here is his on-the-scene story.

THESE are some of the developments of the last six weeks:

• Department store business is above a year ago, and better than most places. But, publishers and some retailers say, it would be even better if the strike hadn't shut off display advertising [B•T, Dec. 5, *et seq.*].

• Radio and tv station local sales are up anywhere from 20% to 50%. This is temporary, of course.

• Magazine sales are up, too. Newsstands missed their Detroit dailies, but didn't suffer as a rule because customers bought strike specials, out-of-town papers or 10- to 50-cent magazines.

• Total time spent reading publications naturally was down. A survey by publishers shows 97% of Detroiters say they would go back to reading the same newspapers as before.

• Radio and tv stations have increased their news coverage. No station reported any survey figures on listening habits during the strike, but all felt there is an obvious increase in daily tune-in time.

• Stores were really worried about January though the first week wasn't bad.

• Each paper lost money in seven-figure terms. That in itself hurt the local economy, plus the loss of wages for nearly 5,000 employes and those working in corollary industries.

These are some of the first factors encountered in scores of interviews and conversations with publishers, merchants, advertising agencies, broadcasters, businessmen and working people.

A highly placed newspaper spokesman emphasized two principal points:

1. Radio and tv stations were extremely fair and "didn't kick us while we were down; some media publications did."

2. Those Federal Reserve sales figures (see chart, table) really hurt because they aren't accompanied by an analysis of the Detroit economy in the parallel 1954-55 periods.

At this point the retail situation is interpreted in divergent ways. The newspaper spokesman said any matching of retail sales during the strike against sales a year prior has a bug in it. In 1954, he said, the city's largest employer, Chrysler, was coming out of a serious strike. Naturally, he explained, Detroit department store sales in 1955 were up more than other cities, the 7th Reserve District or the U. S., because of the 1954 strike so the comparisons are unfair to newspapers.

Against this publisher position is a description by Fairchild Publications, operating a business analysis service as well as publishing market journals. An Associated Press story Dec. 28 had this statement:

"For comparison Fairchild described Christmas 1954 as a 'good' season for sales."

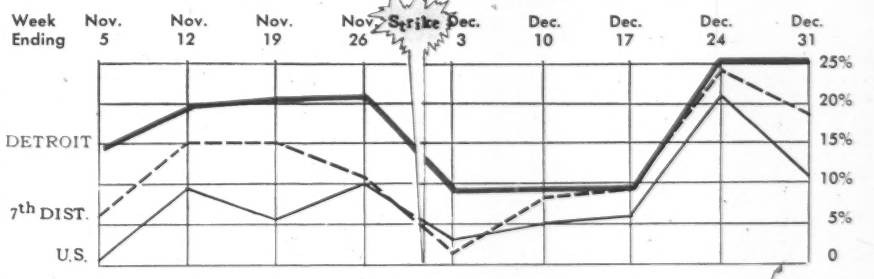
That portion is taken from a roundup story in which Fairchild was quoted as saying Detroit's Christmas season retail sales were 5% to 15% below anticipated sales, mainly because of the strike. It cannot be branded as unfairly lifted from context. (See tables below showing Federal Reserve department store index figures for 1954-55 comparisons.)

Publishers question accuracy of the government figures, pointing to the chance of flaws in the samples on which trends are based.

Some of the published stuff about strike-bound Detroit has been intriguing, apparently

DETROIT: ITS GAINS WERE AHEAD OF THE PACK

Chart shows, week-by-week, percentage of 1955 sales gain over 1954



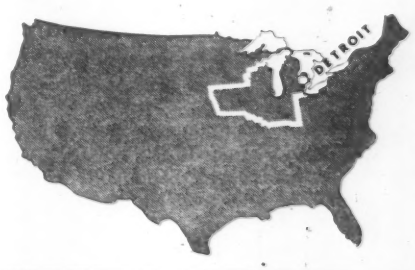
THE INDEX FIGURES: HOW 1955 BETTERED 1954

(1947-49 = 100)

Week Ending		Nov. 5	Nov. 12	Nov. 19	Nov. 26	Dec. 3	Dec. 10	Dec. 17	Dec. 24	Dec. 31
DETROIT	1955	144.2	149.9	158.7	158.3	208.0	254.6	259.1	214.3	74.9
	1954	127.3	124.5	131.7	130.6	190.4	233.8	236.3	171.5	59.8
7th DIST.	1955	133.7	141.9	147.0	147.3	187.9	239.2	250.7	223.4	78.4
	1954	126.5	123.4	128.0	132.4	183.4	222.0	233.1	179.3	66.3
U. S.	1955	128.0	141.0	142.0	146.0	197.0	235.0	255.0	231.0	89.0
	1954	127.0	130.0	134.0	133.0	192.0	224.0	240.0	190.0	80.0

THE COMPARATIVE PICTURE

THE MAP at right shows that portion of the U.S. included in the 7th Federal Reserve Dist., which itself includes Detroit. The charts above show how Detroit department store sales as measured by the Federal Reserve index compared with those of the 7th Dist. and the U. S. The other major cities in the district are Chicago, Milwaukee and Indianapolis.



due to a familiar tendency of reporters to corn it up a bit.

An International News Service story contained this statement, "A creeping frustration has settled over the three million readers of Detroit's three metropolitan newspapers since 116 AFL stereotypers staged their contract-expiration walkout Dec. 1."

A Dec. 13 story by Newspaper Enterprise Assn., put it this way, "Here's a city that's acting like a cigarette smoker who has emptied his last pack and the drugstore is closed until morning. The people are irritable and jumpy. The old daily schedule is shot to Hebrides. Absent-mindedly they keep feeling through their pockets only to become conscious once more that they have to face the bitter fact—there just aren't any local newspapers."

Time magazine commented Jan. 2 that "church attendance zoomed beyond the rosiest hopes of churchmen," quoting one un-named pastor, and added, "Junk dealers who collect old papers gloomed." INS attributed a small vote in a Congressional election to the strike.

And NEA plumbed the social depths with this one, "Even bookies are complaining. The steady bettor can get the race entries from forms and other ways, reported one, but the two-dollar guy is gone like summer."

No media executive would attempt to belittle the impact of the strike. Every day 1.3 million newspapers were missing from front doors, newsstands, offices and assorted destinations. These papers are important factors in the daily lives of Detroiters. Their news and advertising columns provide hundreds of thousands of words and pictures every day—much later than radio or tv, but in great detail and with permanence. Such traits are inherent in the media.

The situation was serious. Business obviously was affected when this three-way package of consumer information failed to reach the eyes of several million people. Some political news sources held back announcements until they could get news breaks in the papers, the *Philadelphia Bulletin* said in a Jan. 7 story.

Like other newspaper commentaries on the strike, emphasis is placed by the *Bulletin* on what December retail sales might have been rather than on such actual increases as the department store figures reveal. This, of course, is a normal competitive approach.

Radio Advertising Bureau offers an answer to the newspaper claim that Federal Reserve figures last December are compared to a poor 1954 month. R. David Kimble, RAB local sales director who was on the scene, told B•T that Federal Reserve figures for the last three years completely upset the newspaper position. He said the government figures show that department store sales in December 1955 are compared to the 1953 equivalent weeks this way: Up 6%, 16%, 17% and 49% over 1953. The December 1954 figures are compared to the 1953 weeks this way: Minus 2%, plus 6%, plus 7% and plus 19%.

Mr. Kimble summed it up this way, "Generally speaking, retailers who used radio on a consistent and comprehensive basis did well—some of them exceedingly well—during the holiday season. Stores that did not use radio did not do as well. Retailers with long-range radio schedules in 1955 benefited from the momentum of their promotion."

A comparison of Detroit department store sales with other Seventh District figures for all of December shows, according to the Federal Reserve report, that Detroit's increase was higher than the other three major cities in the district—Chicago, Indianapolis and Milwaukee. Only one week showed an exception. That was the week ended Dec. 10 when Indianapolis had a 12% increase over 1954 compared to 9% for Detroit.

The radio-tv stituation at the time the strike started posed some tough management problems. Most of the stations were either sold out or had little prime time available. Suddenly Dec. 1 they found themselves in the situation of a 1946 Chevrolet dealer—clamoring customers and few cars.

J. L. Hudson Co., rated as second largest U. S. department store, suddenly started buying spots in bundles (see separate Hudson story). Naturally the store grabbed a lot of the better availabilities. Others stores, too, joined the search for a means of keeping their names before the public and promoting holiday store hours as well as individual items.

Broadcasters faced a dilemma. They wanted to make more money. They were anxious to help out retailers. They wanted to make new retailing friends. And they found themselves with large numbers of clients who lacked the necessary facilities and experience to make effective use of radio-tv.

Worst of all, they had to juggle schedules by adding more newscasts and in some instances are said to have placed announcements in brackets of three, four and sometimes five in an effort to accommodate stores. This posed another broadcasting problem—the danger of stuffing too many commercials down audience throats in too short a time.

While many managers vividly recalled two or three decades of lively competition with newspapers, and unhappy recollections of rough handling by their journalistic brethren around the nation, they took little advantage of a chance to add to their competitors' miseries.

To date, Detroit radio-tv stations have been modest in their promotional claims, judging by on-the-scene observations. They scan Federal Reserve department store figures with interest, but there is no apparent disposition to claim all the credit for the trend. At most, they say: "Here are the government figures; no newspapers have been published."

Broadcasters cheerfully concede that Detroit was in the midst of its all-time record boom last fall, with momentum carrying over into December. They agree with newspapers that people will buy in December because they're in a buying mood.

Last Wednesday the Detroit Retail Merchants Assn. told B•T it had just completed its analysis for the month of December, which showed that downtown department stores had an average 2% to 3% increase in sales during December over the 1954 holiday season. Specialty stores had a 2% to 3% loss for the month.

These figures must be weighed against a grievous local problem—the alarming decline in downtown shopping, ascribed mainly to the shortage of parking space and the popularity of such suburban shopping cathedrals as Northland. Some relief is due within two years when extensive parking facilities under Grand Circus Park, near the Statler Hotel, become available.

The Suburbs Help

If suburban sales during the holidays are lumped in with downtown sales, the total is much brighter. Department stores felt they bore the loss of newspapers better than specialty shops because of their prestige and the fact that shops are more dependent on item promotion to bring in customers.

Newspaper spokesmen and a number of merchants said that while December home-goods business, for example, was up 5% to 10% in many stores, they figure it might have been up 10% to 15% if normal newspaper advertising had been available. December department store business was described as 8% to 12% below pre-strike expectations.

The strike brought interesting developments in Detroit, but some of the tear-jerking tales are hard to verify. Store traffic last week was light, as anticipated once the post-Christmas rush of gift exchanges had ebbed. White-goods sales and other January inducements would have been more effective had newspapers been available, according to retailers.

No discernible effort has been made by broadcasters to claim that favorable December sales figures prove that newspapers are fading or

losing their influence. "Who's kidding whom?" broadcasters ask.

Newspapers are doing some energetic promotion to counter the Federal Reserve figures. They have published two surveys in which loyal retailers bleed within quotes over the loss of their favorite medium. Many of these same retailers cheerfully say nice things about the way radio and tv brought them customers and the cooperative response to their emergency requests.

Two Ways to Look at It

This type of media argument can go on and on, and each side can claim victory.

Two surveys conducted by Market Opinion Research Co. on behalf of newspapers showed that in the first days of the strike 54.9% of those contacted got most of their news by tv and 54% by radio. Other means had nominal mention.

In its second survey, issued Dec. 21, MORC reported 79.3% mentioned tv as the source of most of their news; 62.2% radio; 20.7% *Detroit Reporter* (published daily by striking newsmen); 12.4% neighborhood newspapers.

These comparisons, showing a decline for radio, must be matched against the "universe" —the fact that about 1,000 telephone homes were contacted and a telephone home is more likely to have a tv set than a non-telephone home.

The newspaper survey showed that 54.5% of those contacted said they missed newspapers more at that time than they did early in the strike, with 15.9% saying they missed them less. Some 83% said they were not as well informed as they were when they had their newspaper; 11.5% said they were just as well informed; 5.5% said there wasn't any difference.

A stroll along a Detroit street showed little surface abnormality. Sidewalks were crowded. People queued up for homebound buses, and a lot of them stood. A couple of dozen taxi drivers said their business wasn't much affected, if any. Newsboys hawked Toronto papers, the bizarre *Reporter* with its inflammatory headlines about killings, the *Polish Daily News* (temporarily a bi-lingual journal that promoted fiercely) and the *Tribune* (one of several Negro journals in a city with 19% Negro population). The store-owned *Shopping News* added radio and tv programs as well as all the pages its paper reserves would permit. Detroit's dailies have all carried radio-tv listings plus Sunday week-long logs. The *Reporter* was unable to obtain department store advertising.

Executives of the dailies took a dim view of a daily influx of a reputed 40,000 Toronto papers which featured sex-shocker streamers and other violent news in gaudy dress.

At the railway station, a newsstand attendant said last Monday the strike hadn't hurt business at all. Two papers were on sale at 8 a.m. —*New York Sunday News* and *Wall Street Journal*. Later the *Reporter* arrived. Most out-of-town papers were delayed by weather trouble.

In the space normally occupied by Detroit papers were such magazines as *Inside Detective, Front Page Detective, Man's Illustrated* and *Field & Stream*. "We haven't felt it," the attendant said. "They take a look, and buy a 25-cent magazine instead of a paper."

Commuters missed their papers painfully, and will welcome their return. Attendance at meetings and theatres was down, according to some of the published stories.

What did the average man think? An informal survey up and down the bar of a Woodward Ave. beverage house wasn't very productive. "What do you think of the newspaper strike?" patrons were asked after a suitable get-acquainted interval and a round on the interviewer. Replies ran like this, "What have those —— —— Republicans ever done for the union man;" "Sure I miss them;" "I'd miss my National Bo more but they don't know good beer in this town;" "Hell, they only print that Republican propaganda;" "All they do is kid us when everybody knows they need a new quarterback and some more horses up front or I'll never go to another damn Lions football game."

Concededly unscientific, and highly unproductive. But the barkeep said business was as good as ever because everybody's working.

That one hit home. Detroit has been in a boom. Its retail sales have been good. But the future is something else. Last Tuesday's *Polish Daily News* had this foreboding headline, "Ford Cuts to Lay Off 1,657." The story said Ford would cutback production an estimated 16%, quoting Ward's Automotive Reports as saying January schedules called for 158,500 Fords compared to 188,300 in December. Mercury was said to be laying off 2,450, including 700 at the Wayne plant, with Chevrolet and others cutting production.

Those tidings give Detroiters the shivers. The city has higher peaks and deeper valleys than most other cities. A drop in auto production locks purses all over town. People abandon buying plans. Those laid off must depend on union benefits or other jobs.

While the newspapers were negotiating 16 separate union contracts that expired Dec. 1—and they didn't dare resume without all 16 unions on the dotted line—the union employes showed mixed reactions to the long shutdown. Many were doing quite well with their strike benefits, and some craft union members were said to be taking home up to $100 a week during the strike.

Newspaper executives were bitter. They said the strike wasn't over wages but such contract gimmicks as premium Sunday pay for work done on weekdays in connection with Sunday editions.

No responsible newspaper executive issued public statements except Robert C. Butz, executive secretary of the Detroit Newspaper Publishers Assn. He described the dispute in a public statement as "an issue between unions, and not between management and the unions," adding that the rival employe groups are in a dispute over which one will have jurisdiction "over a new kind of printing." He said none of the papers has any plans to use the new process, which is based on photography instead of type set by linotypes.

THE STRIKE: AS THE MERCHANTS SAW IT

DETROIT's retailers, deprived of newspapers Dec. 1 in a serious strike, had to play it by ear —electronic ear plus the eyes of television.

Three weeks before Christmas the merchandisers of this major community (2 million people in city, 3.4 million in metropolitan area) faced the big-money season without their principal advertising medium.

Three weeks after Christmas, Detroit's merchants can look back on a frantic December that produced these results:

- Department store sales above the regional or national average (see box, page 27).
- Department store sales (during an all-time boom) that didn't come up to the pre-strike expectations of some merchants.
- Good results from radio and/or television.
- Unspecified or undetected results from radio and/or television.
- Both good and bad sales records in the slipping downtown retail area.
- Terrific sales in the suburban shopping centers, especially fabulous Northland.

They look back on those results after suffering pre-holiday agonies. Many of them used radio and tv intensively, if ineptly, in the mad scramble to keep the public in a buying mood.

Any review of Detroit's retailing must first recognize J. L. Hudson Co., a two-unit merchandising giant that buys a reputed $5 million-plus worth of space each year in the three Detroit newspapers. This 75-year-old institution operates a marketing empire all its own, and seldom lets any of its business secrets seep out to prying newsmen.

After chilly receptions around the executive suites in the 25-story downtown skyscraper, these inferences can be gleaned by circuitous means:

- J. L. Hudson Co. about met its target for the year despite the downtown shopping decline.
- The huge Northland unit likely did around $60 million in 1955, with close-to-capacity days several times during December. Best day believed around $600,000.
- The downtown store had a number of million-dollar days, retailing equivalent to three home-runs with the bases loaded. Total downtown sales for 1955 at least $110 million, maybe more. (*Time* magazine once said the downtown store did $152 million in 1952.)

Having bought radio madly in early December—over 800 spots a week—and having had several million-dollar days early in the month, James B. Webber Jr., executive vice president, announced publicly:

"Though the Christmas business of J. L. Hudson Co. has thus far been slightly ahead of last year, it has naturally not kept pace with the rate at which we were going prior to the newspaper emergency. It would be foolish to think that a store, even a large volume department store, could go without advertising in its primary medium and still do as well as with full advertising coverage. . . ."

Around the store, B•T heard such unauthorized comments as this from Hudson executives (nobody is authorized to talk for or about the store without official permission): "We would hate to be in the position of not using radio." "When department heads became panicky, we gave them more radio as a morale builder." "Business was so good in December we had the worst post-Christmas exchange volume I can remember." "We only use tv for a spring and fall 13-week beauty series." "We're cutting back radio in January." "Newspapers will always be our primary medium." "Business was at least 5% better than December 1954."

A list of questions about the store's advertising procedure and December experience drew a flat blank from the public relations department, after official review.

NBC-TV was given the same treatment Tuesday when it was producing a filmed program covering Detroit strike developments for Wednesday's *Today*, which presented a diversified six-minute production showing the strike-born *Detroit Reporter*, published daily by striking newsmen; lost bargain-hunters who found shopping more difficult; man-in-street comments; outside shot of Hudson store; idle news-

paper presses; empty city room, and shot of negotiators.

Here are comments by Detroit retailers:

A&P—Stepped up spot schedule to five stations and used news across-the-board; regular user of suburban papers and circulars. Had a good month; its well-established name was a help during strike.

Federal Department Stores—Operates 15 Detroit-area stores, seven elsewhere. Increased radio time, concentrating on three stations; partly institutional. Kept name before public but feels newspapers give best response on item advertising. Total sales were good but not up to pre-strike expectations. Bought special reissues of *Polish Daily News.*

Franklin Department Store—Jerry Coughlin, president, said 90% of new accounts of this credit store are traced definitely to radio, only medium used for over two decades. December sales were "much better." Mr. Coughlin operates an upstate station, WDOG Marine City.

D. J. Healy Co.—Operates 10 specialty stores. Healy Sharkey said, "We bought more radio and tv. We received many calls and requests from people who mentioned the media. Gift items, sportswear and accessories responded well to radio but felt the lack of newspapers for coats and dresses. They miss the pictures. On WJR we bought spots around Godfrey and sports. December was 1% or 2% above 1954; January is still unsettled. The suburban stores were 9% over 1954."

STILL AHEAD

SALES by department stores in Detroit during the week ended Jan. 7 were relatively better than the entire 7th Dist. or the nation as a whole, according to the Federal Reserve Board. The Detroit figures also were better for the four-week period ended Jan. 7.

Sales during the Jan. 3-7 week follow: Detroit, 84.1 index, down 7% from year ago, 7th Dist., 93.8 index, down 9%; U. S., 94 index, down 11%.

Four-week period: Detroit, plus 13%; 7th Dist., plus 11%; U. S., plus 8%.

Crowley-Milner Co.—Generally rated second largest department store. No comment obtained. Outside sources felt store, which used a little radio at start of strike and quit, wasn't too happy. It didn't want to jump heavily into a medium it had not used extensively.

Ernst Kern Co.—Usually called No. 3 department store in city. Robert Powderly, advertising manager, said the store bought radio at the start, using institutional copy. For three weeks Ernst Kern staged one-night Santa Claus telephone open-house for children, with all store executives doing two-hour phone tricks as Santa Claus. Said Mr. Powderly, "Our eyes were opened. It was the most successful Christmas promotion we've ever done. The response was better than newspapers ever produced. We handled over 4,000 interviews with kids in two-hour periods, and had our board backed up constantly with 500 to 1,000 calls, though 50 executives were on the phones." December business was about the same as 1954 in this downtown store.

Montgomery Ward & Co.—Bruce Whetter, regional advertising manager, said radio and tv were used intensively, and were important parts of the December promotion. A spot campaign was started in October, scheduled through the holidays. Were spots effective? "Yes, on a number of items," Mr. Whetter said. "A lot more stores will be interested in tv after what happened in December. It's hard to figure what items will go, and what won't, on television."

Peoples Outfitting Co.—Spent a fast $500 or so the first few days of the strike, then dropped out. Henry Wineman, board chairman, told newspaper advertising representatives, "We ran ahead of last year but not as much as we thought we would. We used nothing extra in radio, tv or suburban newspaper coverage, but we did use extra mailings direct to customers."

Sears Roebuck & Co.—James Glasgow, advertising manager of the Detroit Sears group, said advertising plans were quickly adapted to strike conditions. Considerable tv, a little radio, neighborhood and shopping papers were employed. "Some tv item promotion was very effective," he told B•T. "We definitely have learned a few things. Radio sets an atmosphere for a sale. We will be able to tell tv's effectiveness better when it is in competition with newspapers. Appliance lines sold well on tv. Fur coats, too. Now that the holiday season is over, we like television. The stations were very cooperative. They allocated time and helped us use it." Sears December business was considerably better (over 10%) than 1954.

Sinclair Refining Co.—Uses radio and tv regularly, and page to ¼-page newspaper space throughout the year. Robert Buerossi, Detroit manager, said radio-tv included sports and spots in morning and afternoon. "We had our biggest monthly increase, percentagewise and gallons, in December. Promotion included point-of-sale material. Many dealers stayed open longer hours to meet the demand. The first 10 days of January show a healthy increase over 1955."

Winkelmans—Operates 23 stores. Radio was increased after strike started.

Luckoff & Wayburn—This major Detroit agency expanded its radio-tv promotion for retail clients. State Sample Co., furniture store, increased from two to four tv shows. It is looking for another half-hour of tv time. Grinnell Bros. Music House, described as world's largest music dealer, is pleased with its air advertising, according to Gerald Weipert, radio-tv director of Luckoff & Wayburn. Like many other stores, this local chain may re-evaluate its media plans after the strike. Said Mr. Weipert, "Radio and tv have done an excellent job, with tv producing more dramatic results. Radio keeps the name of a store before the public. Tv is better for featured items."

The newspapers' own rundown of two dozen advertisers included these:

United Shirt Distributors (43 stores in community)—Wound up with 10% December increase compared to 20% in November, spending as much on radio as it could. Feared downward trend if strike continued.

Harry Suffrin's—Largest clothier in Detroit. Missed newspapers for specials but December was ahead of previous year; some radio and tv used. Harry Suffrin, president, added, "I guess we don't have the technique."

Michigan Used Car Dealers Assn.—Sales dipped about 50%; dealers had showed 30% gain in first 11 months.

Masonic Temple—Reported loss of over $8,000 in window sales during first week of strike for Saddler's Wells ballet. Single sale of symphony tickets down 50-60%.

Krim Theatre (Highland Park, first run)—cancelled all first-run showings.

Real estate dealers—claimed sales were at standstill, predicted black January.

COLOR AS IN

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Jan. 21 (7-7:30 p.m.) *Gene Autry Show,* **William Wrigley Jr. Co. through** Ruthrauff & Ryan (also Jan. 28).

Jan. 19 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Jan. 24 (9:30-10 p.m.) *Red Skelton Show,* **S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Jan. 31).**

Feb. 10 (10-11 p.m.) *Studio One,* Westinghouse Electric Co. through McCann-Erickson.

Feb. 16 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Jan. 16-20 (5:30-6 p.m.) *Howdy Doody* **participating sponsors (also Jan.** 23-27, 30-Feb. 3, Feb. 6-10, 13-17).

Jan. 16-20 (3-4 p.m.) *Matinee,* participating sponsors (also Jan. 23-26, Jan. 30).

Jan. 21 (9-10:30 p.m.) *Max Liebman Presents* "Paris in the Springtime," Oldsmobile Div. of General Motors through D. P. Brother.

Jan. 29 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs (also Feb. 12).

Jan. 29 (7:30-9 p.m.) *Sunday Spectacular,* "Inside Beverly Hills," participating sponsors.

Jan. 30 (7:30-9:30 p.m.) *Producers' Showcase,* "Festival of Music." Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 31 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Feb. 5 (4-5:30 p.m.) *Hallmark Hall of Fame,* "The Good Fairy," Hallmark Cards through Foote, Cone & Belding.

Feb. 6 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Kenyon & Eckhardt and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks.

Feb. 10 (9:30-10 p.m.) *Star Stage,* Campbell Soup Co. through BBDO and Ponds through J. Walter Thompson on alternate weeks.

Feb. 14. (9:30-10:30 p.m.) *Playwright's '56,* Pontiac Div. of General Motors through MacManus, John & Adams.

[Note: This schedule will be corrected to press time of each issue of B•T]

BULK OF REVLON ACCOUNT SWITCHES TO BBDO ON FEB. 9

Sponsor of '$64,000 Question' moves $3.5 million account from Norman, Craig & Kummel, reportedly irked at paying 15% talent fee to agency for 'Appointment With Adventure' and because of alleged conflict with NC&K's 'Big Surprise,' which Revlon feels is competitor.

REVLON Products Corp., sponsor of the *$64,000 Question* on CBS-TV has notified Norman, Craig & Kummel, New York, that effective Feb. 9, it will "terminate" its relationship with the agency, with BBDO, New York, taking over the bulk of the $3.5 million account.

Although no official word was given for the break in the seven-year association, it was understood that the disagreement to some extent revolved around the question of talent commission. Revlon's new advertising manager, George Abrams, reportedly had balked at paying the customary 15% talent fee to the agency for Revlon's second show, *Appointment With Adventure*. Norman, Craig & Kummel's insistence that Revlon be accorded the same treatment in that respect as the agency's other clients is said to have been an important factor leading to the final rupture.

Another consideration in the break was reported to be the reaction of Charles Revson, president of Revlon Products, and his brother Martin Revson, vice president, when Norman, Craig & Kummel took on a new account about a month ago, Speidel watchbands, which is sponsoring what the Revons consider to be a competing quiz show, *The Big Surprise,* on NBC-TV on Saturdays. Coincidentally, and apparently as contradiction, Revlon's new agency, BBDO, is sponsoring a show directly competitive with *$64,000 Question*. The program is *Armstrong Circle Theatre* on NBC-TV Tuesdays, 9:30-10:30 p.m., whose last half hour coincides with the Revlon quizzer on CBS-TV.

Norman, Craig & Kummel is the agency that discovered the *$64,000 Question* for Revlon. Walter Craig, vice president in charge of tv and radio and a partner in the firm, bought the show for the sponsor from Louis G. Cowan, producer, the day after he had seen the presentation. Mr. Craig contributed to the production and details of the program as well. As a direct result of the program, Revlon sales soared approximately 340% in November 1955 over its figures for the preceding November. Revlon, leader in store sales, now accounts for 34% of all lipstick sales, with Hazel Bishop tallying 15%, Coty, 10%, Viv 4% and all others a total of 37%.

The Revsons also were reported to be piqued at what they are said to have regarded as disproportionate recognition given to others in the *$64,000 Question* project and corresponding slight to their own roles in the program.

The Revlon announcement of the termination came last Monday when the sponsor acknowledged that BBDO was to handle its complete line of lipsticks, nail enamel, manicuring products, eye makeup and liquid rouge in addition to the products already serviced by that agency: Satin Set hair wave and Touch and Glow liquid make-up. A new agency will be named to service Silicare, a hand lotion. Other products will still be handled by Emil Mogul Agency and C. J. La Roche. Revlon's two network programs, *$64,000 Question* and *Appointment With Adventure,* will be supervised by BBDO and the La Roche Agency, respectively.

James Webb, president of C. J. La Roche, when queried by B•T as to whether his agency would get the 15% talent as well as time commission on the *Appointment With Adventure* show, said: "We expect to do the work for the show. We get commissions for the work we do." He emphasized that his agency never accepted split commissions. Mr. Abrams of Revlon later confirmed to B•T that the La Roche agency would receive the 15% talent commission on the *Appointment* show.

In an address to the National Retail Dry Goods Assn. (story page 32), Mr. Abrams said the "sales responsiveness of the *$64,000 Question* has been phenomenal. You can almost take you pick from among Revlon's brands, for there are that many examples of overnight sales success. . . . Satin Set is a hair spray and until the product was advertised on the show there was only a slow but steady build-up in sales volume. Today, six months later, it is the largest selling hair spray in America and it has become Revlon's second largest selling brand.

"Or take a new type of lipstick," he pointed out, "marketed by Revlon exclusively on the *$64,000 Question* . . . Living Lipstick. Only five months old, yet today it's the largest selling lipstick brand in America.

"But these are new products, and new products always offer potential of overnight success if they click. What about established brands?

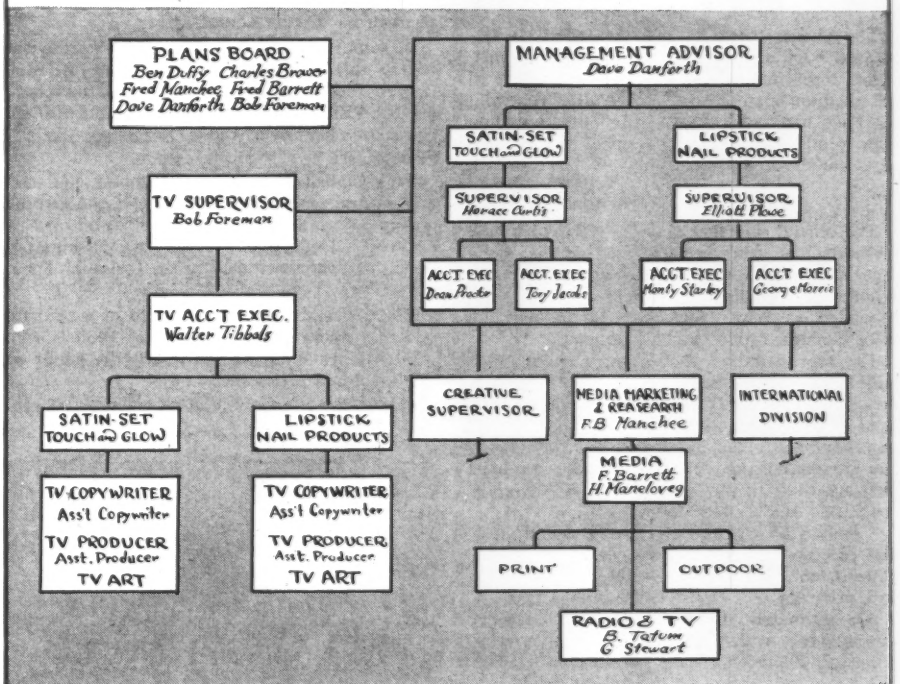
"We have a compact makeup called Love Pat, and it was doing a nice volume prior to its appearance on the *$64,000 Question*. But what happened after it was advertised only makes the word 'phenomenon' seem like understatement. Love Pat, I'm sorry to say, has been on back-order since July, and only now are we beginning to catch up with the tremendous swell of consumer demand we feel at the retail level whenever this product is advertised.

"There are many reasons you can attach to results of this sort," Mr. Abrams said. "The more frequently offered explanation is the fact that we talk to 50 million people a week, so our advertising is getting the greatest possible mass audience through a medium known to carry sales impact. Another explanation is that the commercials are exceptionally well done; that, unlike many tv commercials you see, these are live productions which spare no expense to demonstrate the brand's selling points.

"But the explanation of most interest is that advanced by Dr. Ernest Dichter, motivation research psychologist, who credits this consumer response to 'empathy', a projection of one's own personality into the show so that its sincerity and honesty surrounds everything with the framework of the *$64,000 Question*."

Last summer BBDO, acting for Revlon, was said to have sought a bonus of free time during the day from NBC-TV in exchange for placing another Revlon show on the NBC-TV nighttime schedule [CLOSED CIRCUIT, Sept. 26, 1955]. The reported action is said to have been a move by the agency toward eventually luring *$64,000 Question* from CBS-TV. NBC-TV denied any role in the alleged proposition.

THE REVLON LINEUP AT BBDO



HERE'S HOW the agency's top command and television department are set up for the new account. Not detailed in the chart are the lower echelons in other departments.

'HIGH COST' CITED AS MAIN DETERRENT TO TV ADVERTISING BY STORE OFFICIALS

Executives attending 45th convention of National Retail Dry Goods Assn. say they'll buy more time when prices are lowered. RCA-NBC sponsored colorcast on closed circuit highlights meeting.

WHEN the price is right, maybe we'll buy more tv time.

This was the consensus of top department store executives B•T questioned at random Wednesday after an RCA-NBC sponsored colorcast was shown at New York's Hotel Statler during the 45th convention of the National Retail Dry Goods Assn.

The program was put on closed circuit and displayed on a number of color receivers in the huge grand ballroom of the hotel. Purpose: to sell color tv as a medium, color sets as an in-store item and color tv as an advertising medium for department stores.

The "high cost" factor of tv was cited as a main deterrent to tv's use by big retail store establishments by an executive of a department store chain that spans the U. S. and similarly by an official of a department store which claims to be the biggest in a southeastern Pennsylvania area. Both men asked that they not be quoted by name nor their stores identified.

The chain store executive said he was impressed by the demonstration and that department stores ought not to "close their eyes" to the medium's advertising potential. "We tried tv as we had radio to advertise our stores and their products. But we dropped it when the costs got too high," he said.

Step in Right Direction

The official said that perhaps NBC-TV's new "Window" program concept (see details, story page 83) was a step in the right direction. Whether any of his stores would use it, he said, depended on many "factors." He thought the color demonstration wielded impact.

The representative of the Pennsylvania store said that he was very much impressed with the color shown in New York—"it's better than local station color"—and that his interest in tv was whetted by the possibilities of advertising and merchandising department store products as dramatized in the NBC closed circuit color program, "Wide, Wide Window."

"If not with color, we certainly would study the program's potential in black-and-white," he said, noting that he liked the idea of a low-cost program.

An estimated thousand delegates attended the showing, which occupied the whole afternoon of NRDGA's sales promotion session. NBC took advantage of the select audience to unwrap, in conjunction with the "Wide, Wide Window" closed circuit program, a new tv program concept that it labels as "Window" and which in February will be offered to retail advertisers on a participating basis on NBC-owned stations.

Setting the pace for the retailers were RCA President Frank M. Folsom and Executive Vice President Robert A. Seidel of RCA Consumer Products, both of whom spoke before the demonstration took place. Mr. Folsom said that American retailing is on the threshold of a new era in mass merchandising—and "the threshold we are crossing is that of color television." He said: "I am firmly convinced there has never been anything like color tv to entertain millions of Americans, to provide them with culture and information, and to sell them the products of American free enterprise."

Mr. Seidel said that RCA dealers are selling color receivers "at only about a thousand a week" but that "the volume is mounting daily." He said that this year RCA will make and its distributors and dealers alone "will sell at a profit" upwards of 200,000 receivers. He continued:

"Of course, color tv needs to be sold. But what new product doesn't? Color television, right now, is a prestige item and should be featured as such. But color television is truly wonderful and hundreds of thousands of your customers can afford sets now, and at today's *low* prices of from $695 to $995. And hundreds of thousands of others will be able to buy color sets within the coming months, as production increases and prices are adjusted downward."

"Wide, Wide Window" ran about 30-minutes. It originated live and in color from the Colonial Theatre at Broadway and 62d St., New York. Produced by NBC Telesales, it featured Arlene Francis of NBC-TV's "Home" program as mistress of ceremonies.

A sample, five-minute "Window" presented during this colorcast was conducted by Mrs. Pegeen Fitzgerald, manager of retail merchandising, WRCA-AM-TV New York, and who appears on her own radio program, "Strictly Pegeen."

To establish the setting and mood, the telecast started with a live black-and-white remote pickup of a store window at Woodward & Lothrop's Department Store in Washington, D. C., and then switched to the Colonial Theatre in New York.

The program actually consisted of a colorful series of fashion shows, featuring models who exhibited or demonstrated brightly-hued or subtly-colored articles.

Next came a commercial as it would be prepared for Sunbeam Mixmaster, which intentionally was themed on a newspaper advertisement which the woman at home read and thought she needed but for which she couldn't shop as she was obliged to remain at home.

Miss Francis, who noted that this was tv advertising that had "life, movement and color," then took viewers to another series of fashion shows based on the "Window" theme: Men's sport clothes and children's apparel. Presented was a "store commercial" for RCA Victor color tv sets enacted by Jinx Falkenburg and Bill Cullen. Mrs. Fitzgerald was then featured in the "Window" five-minute segment that was based on department store January "white" sales. Towels, bath rugs, guest towels in deep-tone colors and sheets in pastel and prints, with pillow cases to match were displayed. The finale paraded models "stepping out of the window" to display a varied assortment of clothing, appliances, luggage and other usual items sold in department stores.

Agency for New Ford Line To Be Picked This Month

AN ANNOUNCEMENT is expected the next fortnight on the selection by Ford Motor Co. of an agency to handle advertising for a proposed new medium-priced automobile line.

A spokesman for Ford's Special Products Div. said the choice has been narrowed down from 27 agencies which submitted official or informal presentations to three—all Chicago based. The announcement is anticipated by Feb. 1. It is known that Leo Burnett Co. and Foote, Cone & Belding are among the forerunners and that the choice hinges on the resolving of certain legal questions. Either of the two is regarded as a 50-50 bet to win the account.

Ford is introducing the new line described as car "E" on the drawing boards—to complete its price spread of models in competition with General Motors and other companies. Production is expected to start in 1957. Name of the automobile has not been chosen yet.

A ONE-YEAR SCHEDULE for the *Esso Reporter*, with 18 newscasts weekly, has been taken by the advertiser on WICC Bridgeport, Conn. At the signing in Esso's New York headquarters are (l to r) Manning Slater, WICC vice president; Curt Peterson, Esso account executive at McCann-Erickson; W. N. Farlie, assistant advertising manager of Esso-Standard Oil of New Jersey; W. L. Rusher, chief of radio and tv section of the same firm, and Paul Wilson of Adam Young Inc., station representative for WICC.

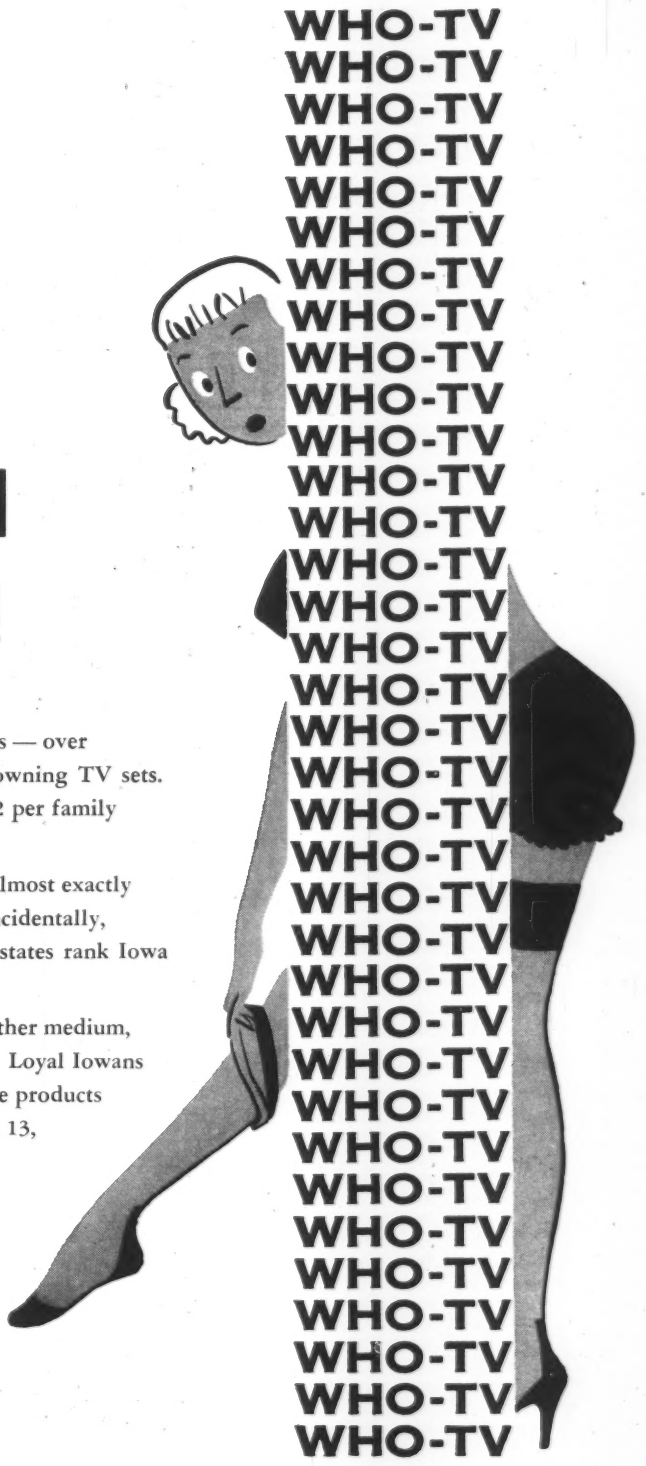
Beautiful balance!

WHO-TV serves 42 central Iowa counties — over 329,000 families — over 85% of them owning TV sets. Annual Effective Buying Income is $5002 per family ($96.20 per week!)

It's a well-balanced market, too — split almost exactly 50-50 between urban and non-urban. (Incidentally, new U.S. Census Bureau figures for 16 states rank Iowa first in farm TV-set ownership!)

WHO-TV dominates this market as no other medium, or combination of media, possibly could. Loyal Iowans watch WHO-TV by the hour, and buy the products that bring them the shows — on Channel 13, 316,000 watts.

Ask Free & Peters for the *proof!*



WHO-TV

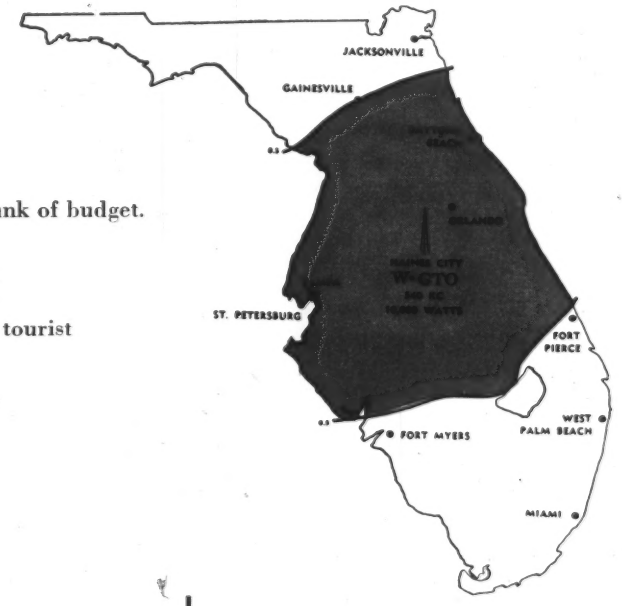
Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

NBC Affiliate

WHO WAS THAT LADY I SEEN YOU WITH LAST NIGHT?

from Gulf To Ocean • Gainesville To Okeechobee



Everybody's talking—so you may as well know, that lady *was* a lady. And not only a creature of rare beauty, but brains as well. Besides, she happens to buy time for an advertiser with a real hunk of budget.

It was predestined that we meet. She hears about the selling job we're doing in our great market with that tourist bonus of $650 million. It's love at first sight.

It looks like we'll be going steady for a long, long while—but do 'phone anyhow.

Now Something New is Added—"RECALLIT and WIN"—

Cash Prizes—Every Weekday—On The Hour—$1000 Jackpots!

P.S. Here's a "natural" for national and regional advertisers who want to get the most out of their spot radio dollars. It's a 27-County W•GTO-Land Quiz, modeled after the high rated KWK (St. Louis) show that has been paying off for listeners—and sponsors—for years.

SEND FOR FULL DETAILS TODAY

W•GTO

Eugene D. Hill, Gen. Mgr.

HAINES CITY, FLA.
PHONE 6-2621

owned and operated by KWK, *St. Louis, Missouri*

Represented by
WEED & COMPANY

10,000 WATTS 540 KILOCYCLES

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers in October 1955

1.	Procter & Gamble	$2,898,501
2.	Gillette	1,795,952
3.	General Motors	1,735,856
4.	Chrysler	1,629,528
5.	Colgate-Palmolive	1,550,648
6.	General Foods	1,352,564
7.	R. J. Reynolds Tob.	1,070,219
8.	General Mills	1,017,176
9.	American Tobacco	1,016,491
10.	American Home Prods.	920,771

THE MILLION DOLLAR CLIENTELE EXPANDS TO NINE IN OCTOBER

AS this tv season got underway, nine of the top 10 network tv advertisers in October spent $1 million or more while the 10th advertiser had a monthly outlay of just short of $1 million, according to figures based on Publishers Information Bureau reports.

This was a new milestone in tv history, dramatizing in dollars the greater slice of the national advertiser expenditure that has been going to television.

Unchallenged No. 1 national advertiser in network television was Procter & Gamble Co. which spent just under $3 million in October. Gillette Co. moved from fifth place in September to second ranking with a near $1.8 million expenditure, just topping General Motors' more than $1.7 million that placed third the auto firm which had failed to place in the September top 10.

Ordinarily, six or seven national advertisers spend more than $1 million individually for an average month's tv network time at the height of the programming season. Thus, a ninth-ranking advertiser, such as American Tobacco Co. was in October, spending more than $1 million is unprecedented. In October 1954, only five of the top 10 network tv advertisers spent as much as $1 million in the medium.

With the exception of Gillette, the leading 10 in network tv were made up principally of soap, automobile, food and tobacco manufacturers.

October also was the month when the tv networks grossed more than $38 million, nearly $7 million ahead of the same month in 1954. The Jan.-Oct. period came up with $328 million-plus in gross billing for the tv networks, more than $74 million above the similar period for 1954.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR OCTOBER AND JANUARY-OCTOBER 1955, COMPARED WITH 1954

	October 1955	Jan.-Oct. 1955	October 1954	Jan.-Oct. 1954
Agriculture & Farming	$ 30,928	$ 70,618	$ . . .	$ 91,510
Apparel, Footwear & Access.	116,013	2,407,790	355,191	2,627,595
Automotive, Auto Equip. & Access.	4,936,341	36,724,728	2,819,066	22,347,660
Aviation, Aviation Access. & Equip.	20,700	113,105	. . .	. . .
Beer, Wine & Liquor	603,742	6,219,265	638,791	5,650,109
Bldg. Materials & Equip.	124,153	959,938	46,211	1,098,916
Confectionery & Soft Drinks	739,843	6,176,404	560,128	4,754,030
Consumer Services	116,196	1,022,691	492,785	1,116,334
Drugs & Remedies	2,198,212	18,147,741	2,000,195	12,139,728
Entertainment & Amusements	. . .	13,141	. . .	16,210
Food & Food Products	7,128,723	65,434,715	6,024,932	51,723,736
Gasoline, Lubricants & Other Fuels	561,123	4,115,966	654,889	2,929,646
Horticulture	. . .	111,710	. . .	23,406
Household Equip. & Supplies	3,219,808	26,003,738	2,406,862	21,329,537
Household Furnishings	165,412	2,008,890	386,121	3,283,765
Industrial Materials	804,949	5,654,541	795,206	5,166,946
Insurance	259,637	1,561,865	226,213	1,383,498
Jewelry, Optical Goods & Cameras	436,943	3,692,489	285,637	2,072,738
Office Equip., Writing Supplies & Stationery	388,430	4,634,443	661,052	4,148,222
Political	. . .	. . .	245,621	253,596
Publishing & Media	59,851	605,522	37,795	168,918
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	630,685	6,845,874	746,813	6,251,172
Retail Stores & Direct by Mail	. . .	10,392	. . .	42,345
Smoking Materials	3,651,582	34,488,294	3,684,425	34,973,972
Soaps, Cleansers & Polishes	4,326,245	37,124,659	3,055,385	28,166,296
Sporting Goods & Toys	142,248	232,097	. . .	42,502
Toiletries & Toilet Goods	7,254,636	61,765,959	5,280,746	39,681,217
Travel, Hotels & Resorts	40,350	421,200	35,610	765,590
Miscellaneous	252,198	2,203,435	248,098	2,176,640
TOTALS	$38,208,948	$328,771,210	$31,657,772	$254,425,834

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING OCTOBER 1955

Ralston Purina Co.	$ 30,928
Knomark Mfg. Co.	68,489
Chrysler Corp.	1,629,528
General Dynamics Corp.	20,700
Joseph Schlitz Brewing	180,762
Johns-Manville Corp.	75,330
Coca-Cola Co.	362,066
Electric Cos'. Adv. Program	83,916
American Home Prods.	895,941
General Foods Corp.	1,352,564
Gulf Oil Corp.	219,146
General Electric Co.	584,667
Armstrong Cork Co.	69,225
Reynolds Metals Co.	171,825
Prudential Ins. Co. of America	171,509
Eastman Kodak Co.	163,350
W. A. Sheaffer Pen Co.	129,063
The Hearst Corp.	45,208
CBS-Columbia	183,352
R. J. Reynolds Tobacco	1,070,219
Procter & Gamble Co.	2,676,600
Ideal Toy Corp.	63,535
Gillette Co.	1,795,952
Pan-Am. World Airways	40,350
Atlantis Sales Corp.	76,080

$1.2 Million Budget Set by Slenderella

SLENDERELLA International (figure proportioning chain), Stamford, Conn., last week further reported it has earmarked $1,193,684 for this year's radio budget, through its agency, Management Assoc. of Connecticut Inc., Darien [B•T, Jan. 9].

Weekly radio expenditures are estimated at $22,956, out of which $18,713 will be used for a 72-station, 21-market spot campaign; $3,374 for sponsorship of 16 local programs, and $869 for a CBS Pacific Network woman's program. Heavy advertising is reported to be in line with Slenderella's expansion program, with 70 reducing salons located in the U. S. alone and 30 others in Canada and Europe. A spokesman for the firm said that a tv film spot campaign "with an equally sizable budget" will get underway next month.

Leo Burnett Co. Announces Election of Four Directors

ELECTION of four new directors has been announced by Leo Burnett Co., Chicago advertising agency. They are Joseph M. Greeley, vice president for marketing; William D. Tyler, vice chairman, plans supervisory group; James E. Weber, vice president, and Austin Wyman, legal counsel.

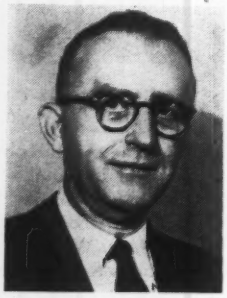
Among other changes were appointment of Andrew Armstrong as head of creative services;

L to r: Messrs. Greeley, Wyman, Weber and Tyler.

Draper Daniels, vice president of copy and of the plans supervisory unit; William Young, vice president in charge of account supervisors and executives and head of client service, and Chester Miller, associate manager of copy.

Philip Morris Names O'Connor

JOHN R. O'CONNOR, assistant national sales manager of Philip Morris Inc., New York, last week was appointed national sales manager of the tobacco company. He reports to Ray Jones, vice president in charge of sales.



MR. O'CONNOR

Mr. O'Connor, who last year supervised PM's field sales force during the introduction of the new Marlboro cigarette, will continue to direct PM's field sales force in future campaigns. He also will be responsible for the sales promotion and sales administration departments.

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending Dec. 10, 1955

Rank	Program	Homes (000)
	Evening, Once-a-Week (Average for all programs)	(786)
1.	Our Miss Brooks (CBS)	1,942
2.	Dragnet (NBC)	1,850
3.	You Bet Your Life (NBC)	1,850
4.	Edgar Bergen (CBS)	1,804
5.	Two For The Money (CBS)	1,804
6.	Gunsmoke (Sun.) (CBS)	1,572
7.	Godfreys Scouts (Lipton) (CBS)	1,572
8.	Gene Autry Show (CBS)	1,572
9.	$64,000 Question (CBS)	1,341
10.	News From NBC (B&W Tob.) (Wed.) (NBC)	1,341
	Evening, Multi-Weekly (Average for all programs)	(832)
1.	News of the World (NBC)	1,804
2.	One Man's Family (NBC)	1,619
3.	Lowell Thomas (CBS)	1,619
	Weekday (Average for all programs)	(1,434)
1.	Guiding Light (CBS)	2,266
2.	Arthur Godfrey (Staley) (CBS)	2,220
3.	Arthur Godfrey (Corn Prod.) (CBS)	2,173
4.	Young Dr. Malone (CBS)	2,127
5.	Ma Perkins (CBS)	2,081
6.	This Is Nora Drake (Toni) (CBS)	2,081
7.	Arthur Godfrey (Dow) (Thu.) (CBS)	2,081
8.	Arthur Godfrey (Minn. Min.) (Fri.) (CBS)	2,035
9.	Road of Life (CBS)	2,035
10.	Arthur Godfrey (Staley) (CBS)	2,035
	Day, Sunday (Average for all programs)	(601)
1.	Woolworth Hour (CBS)	1,434
2.	Your Nutrilite Theatre (NBC)	1,110
3.	Robert Trout—News (12:00) (CBS)	1,064
	Day, Saturday (Average for all programs)	(786)
1.	Gunsmoke (CBS)	1,711
2.	Robert Q. Lewis (Milner) (CBS)	1,480
3.	Allan Jackson—News (1:00) (CBS)	1,434

Copyright 1956 by A. C. Nielsen Company

VIDEODEX

Top 10 Spot Programs*
Dec. 1-7, 1955

	Name of Program	Homes %	Homes (000)	Cities
1.	Highway Patrol (Ziv)	18.7	6,109	143
2.	I Led Three Lives (Ziv)	18.4	5,972	128
3.	Dr. Hudson's Secret Journal (MCA-TV)	17.8	3,076	84
4.	Man Behind The Badge (MCA-TV)	17.7	2,281	60
5.	Badge 714 (NBC Film)	17.4	4,871	126
6.	Mayor of the Town (MCA-TV)	16.8	1,408	56
7.	Science Fiction Theatre (Ziv)	16.3	5,054	121
8.	Liberace (Guild)	16.1	4,000	94
9.	Kit Carson (MCA-TV)	16.0	997	48
10.	Douglas Fairbanks Presents (ABC Film)	15.9	2,810	38

* Appearing in a minimum of 20 markets.

Copyright, Videodex, Inc.

Four Buy Half-Million Sports Package on WCFL

JOINT PURCHASE of a sports package for 1956 by four advertisers, involving radio expenditures of more than $500,000, was announced last week by WCFL Chicago, local American Federation of Labor outlet.

The contract, similar to one negotiated last year, calls for share sponsorship of baseball, football and basketball by General Cigar Co. (through Young & Rubicam); Coca-Cola Bottling Co. of Chicago (through D'Arcy Adv. Co.); General Finance Loan Co. (Gordon Best Co. Inc.), and Oklahoma Oil Co. (Maryland Adv. Agency).

The four clients will rotate sponsorship of U. of Notre Dame (college) and Chicago Cardinals (pro) football broadcasts, as well as pre-game, half-time and scoreboard segments; all Chicago White Sox regular and exhibition game coverage, plus adjacencies; U. of Notre Dame basketball broadcasts with adjacencies; a schedule of spot announcements, and an off-season remote program from the Ambassador East Hotel.

Sportscasters Bob Elson and Don Wells will handle the majority of announcing assignments for coverage originated by WCFL. Notre Dame coverage is originated by that university's own special network.

Martin, O'Reilly Become Vice Presidents at K&E

ACCOUNT EXECUTIVES Gerry Martin and Richard T. O'Reilly of Kenyon & Eckhardt's Detroit office were elected vice presidents of the agency last week.

Mr. Martin, who joined the firm last September, had been sales director of the former DuMont Television Network following a radio-tv career that started in 1935 when he was with NBC promotion and publicity and included various radio-tv and account executive posts in the agency field. Before joining K&E, Mr. O'Reilly held various posts with N. W. Ayer & Son, Detroit, most recent of which was account executive.

MR. MARTIN

MR. O'REILLY

H. J. Weil Changes Name; Three Elected Vice Presidents

THE NAME of H. J. Weil Inc., Buffalo advertising agency, has been changed to Gotthelf & Weil Inc. "in line with a general expansion of the company," it was announced last week.

Henry J. Weil, president, and Stephen Gotthelf, secretary-treasurer, who together formed the original firm in 1948, will continue in their respective capacities. Elected to vice presidencies are Ruth C. Quick, in charge of art; Peter King, director of television, and David I. Levy, in charge of creative services.

The agency recently moved to enlarged quarters in the Hurst Building, 47 West Huron St., Buffalo, where it has been located since 1950.

Thomas Greenhow Takes Post With McCann-Erickson, L. A.

THOMAS F. GREENHOW, director of talent operations, NBC, West Coast, has been appointed program director for television and radio at McCann-Erickson, Los Angeles, it was announced last week by C. Terrence Clyne, the agency's management director for television and radio.

MR. GREENHOW

Mr. Greenhow will report to George Haight, vice president in charge of the television and radio department. Before joining NBC, Mr. Greenhow headed the radio-television department of Famous Artists Corp. and before that was with Frederic W. Ziv.

At the same time, Joyce Cook was appointed production director for television and radio in M-E's Los Angeles office.

Pulse Shows It, Too!
Same Song--Same Tune:

HIGHEST RATINGS

MORNING 44%
AFTERNOON . . 36%
EVENING 33%

KRNT DES MOINES RADIO

WHERE SOMETHING HAPPENS EVERY HOUR OF EVERY DAY!

SALES RECORD BROKEN!

1955 Local Sales Volume Reached All-Time High and KRNT has had Some Pretty High Highs!

KATZ HAS ALL THE FACTS

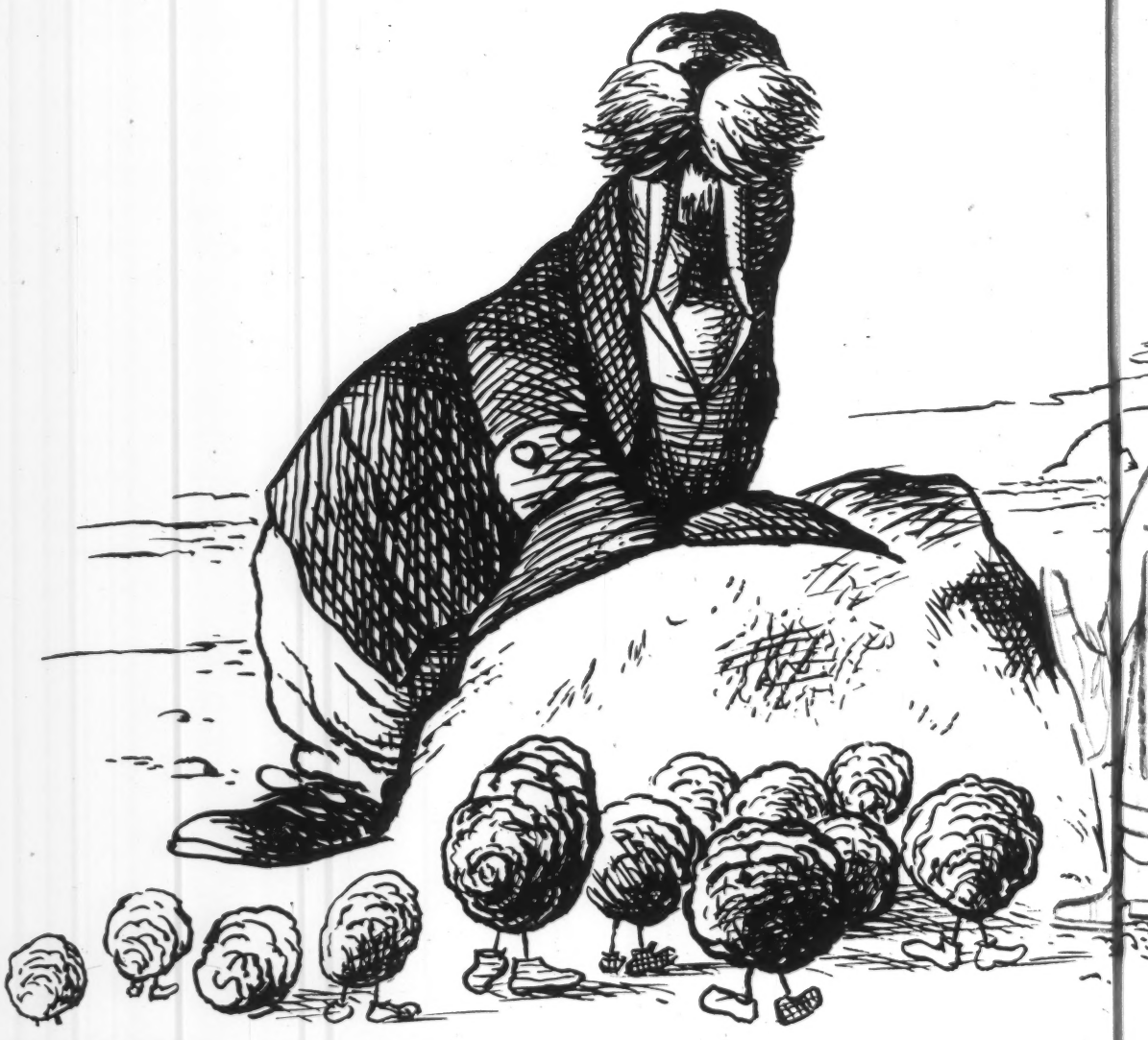
Get the CHOICE* Advertising Buy In Iowa

KRNT . . . .

A Cowles Operation

*It's the choice of more local buyers who count their results at the cash registers. You can get the "local sell", too!

Bergen Evans talks



PRESS-TIME FLASH!

Fourteenth annual poll of the country's radio-television editors, conducted by *Radio-Television Daily*, ranks WBC's "Of Many Things" third among the five BEST NEW PROGRAMS of 1955!

WBC

"of many things" on WBC

. . . and shows

how exciting

radio

can be

today!

It's just one man talking into a microphone about any subject that strikes his fancy. But the man Bergen Evans has such wit and wisdom that "Of Many Things" is a newsworthy kind of program.

John Crosby in his syndicated column said, ". . . It's too bad it's not on more stations." *Variety* said, ". . . It's eminently satisfying programming. Radio could use a lot more of it."

WBC thinks that literate programs can be lively, and that education and showmanship mix very well. That's why the WBC radio stations produce "Of Many Things," in association with Louis G. Cowan, Inc. It is also why WBC recently produced a series of documentaries on the major problems of education and another series on childhood problems, "Growing Pains," featuring Helen Parkhurst.

They are all prompted by a basic WBC belief: That broadcast advertising is more effective on stations that have earned the respect and confidence of the communities they serve. For more facts call Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808, New York, or your nearest WBC station. See why . . .

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE WBC STATIONS

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

Allied Stores Meeting Hears NBC-TV Executive

FOR the first time in its history, the Allied Stores Corp., New York, last week invited a representative of the broadcasting industry to speak before a closed meeting of the corporation's executives. The semi-annual meeting of Allied sales promotion officials in New York last Thursday heard Murray Heilweil, manager of merchandising for NBC-TV, speak on the network's merchandising policies with respect to department stores.

Mr. Heilweil outlined briefly the operations of the NBC-TV merchandising unit in the department store field, and told the executives that the network was prepared to offer "editorial" support, providing that a promotion could become an integral part of a program and maintain the entertainment value of the show. He cited the department store feature on *Home*, which salutes a different outlet each week, as benefiting the store, the network and the sponsors whose products are exposed.

He recommended that proposed promotions be discussed with NBC-TV "well in advance" of the telecast date, so that adequate preparations can be made and maximum effectiveness achieved. Mr. Heilweil urged department store officials to initiate ideas and suggestions, pointing out that "merchandising is a two-way street."

Mr. Heilweil observed that department stores are meeting the population move to the suburbs by erecting stores there. Television, he said, could provide another step forward, bringing the stores "right into the home" of the potential customers. He predicted that television generally, and color tv in particular, will become "one of the best" advertising media for department stores.

GE Tv Receiver Dept. Plans Record Advertising Budget

A RECORD advertising budget has been set by General Electric's tv receiver department in support of its sales activities this year.

Specific campaigns which will perform "a pre-determined advertising task," as the company put it last week, will be undertaken during the year. All media will be used with the department continuing its participation in two ABC-TV shows, *20th Century-Fox Hour* and *Warner Bros. Presents*.

HAWAII HOLIDAY!

7 days—$469.50 from New York, plus tax, including hotel and air fare

Fly United DC-7 Mainliners® for the fastest, most luxurious, service. Or fly United Air Coach with exclusive 2-abreast seating comfort.

UNITED AIR LINES

Remington Promotes Three

EXECUTIVE changes announced last week by the Remington Electric Shaver Div. of Sperry-Rand Corp., New York, affecting the advertising and sales departments, included Herbert Simpson, advertising manager, who was promoted to assistant general manager, and was succeeded by Robert P. Clarke Jr., formerly sales promotion manager, and A. C. Barioni, national sales manager, who becomes general sales manager.

Two Nielsen Men Promoted

EDWARD F. EVANS and George M. Baillie, local research services specialists at A. C. Nielsen Co., have been promoted to account executives for the market research firm. Mr. Evans will continue in the New York office and Mr. Baillie in Chicago, serving subscribers to local radio-tv measurement services, Nielsen Station Index and Nielsen Coverage Service and as liaison with stations and representatives.

A&A PEOPLE

Richard E. Gauen, vice president in charge of public relations and publicity for Young & Rubicam, Chicago, and account supervisor, appointed vice president of agency, which maintains separate publicity office.

MR. GAUEN

Elias B. Baker, Robert P. Crane Jr. and **Samuel E. Gill,** all vice presidents, Carl S. Brown Co., N. Y., elected to the board of directors of agency.

Frederick J. Wachter, vice president and copy director, Erwin, Wasey & Co. Ltd., promoted to vice president and general manager of agency's Chicago office.

Frank Kemp, assistant media director, Compton Adv., N. Y., for nine years and with firm since 1938, appointed vice president and director of media. He succeeds **Guy Richards,** who becomes media advisor.

MR. KEMP

Donald Wagnitz appointed vice president and office manager, Dallas office, Grant Adv. Inc., Chicago, and **George G. Sherry** appointed vice president. Both formerly operated their own agencies.

John Rohrbach appointed spot timebuyer at Needham, Louis & Brorby, Chicago, succeeding **Patricia Brouwer,** who resigned to join timebuying staff of Campbell-Mithun, Minneapolis. Mr. Rohrbach has been agency trainee.

Herbert G. Drake, vice president, J. Walter Thompson Co., N. Y., to Ted Bates, N. Y., as vice president and account executive on Brown & Williamson Tobacco Corp. products.

Donald T. Matthews, formerly in Tap-a-Cola Can marketing division, Pabst Brewing Co., Chicago, appointed Chicago regional account executive on Dodge Div. account of Chrysler Corp. at Grant Adv. Inc. He succeeds **Thomas E. Hardacre,** appointed manager of Grant's Calcutta, India, office.

Don Dickens, formerly group head at Needham, Louis & Brorby Inc., Chicago, to McCann-Erickson Inc., same city, as vice president and creative director.

Peter Franz elected vice president for plans, **Helmut Boenisch** vice president for creative services and **Alex Reitz** vice president for media and production at Wladie & Briggs Inc., Chicago agency.

Roland Berns appointed vice president and account executive at Allan David Adv., Chicago.

W. Leroy Marshall, 66, assistant advertising manager of Remington Rand Div., Sperry Rand Corp., died Jan. 10 at his Greenwich, Conn., home. Mr. Marshall created RCA Victor's "His Master's Voice" advertising picture and slogan.

Arthur A. Frooman promoted to vice president of sales and advertising, Silver Skillet Brands Inc. (frozen, canned foods), Skokie, Ill.

Ray L. Jordan appointed vice president and executive art director at Henri, Hurst & McDonald Inc., Chicago.

Philip E. Bash, formerly account executive, Clinton E. Frank Inc., Chicago, appointed vice president of agency.

Norman L. Peterzell, formerly with Biow Co., N. Y., to BBDO, N. Y., as account executive on National Cranberry Assoc. account.

Iris Baude, Byron H. Brown & Staff, L. A., to Ed Belford Agency, Studio City, Calif., in media buying department.

Jack Miller, formerly promotion manager, KCOP (TV) L. A., to Jimmy Fritz & Assoc., L. A., as merchandising and promotion manager.

Raymond P. Calt, copy director, Calkins & Holden Inc., N. Y., to Geyer Adv. Inc., N. Y., as copywriter.

AGENCY APPOINTMENTS

Aluminum Co. of America (Alcoa wrap), Pittsburgh, names Ketchum, MacLeod & Grove, Pittsburgh, for aluminum foil products. Agency already handles company's process equipment, chemicals, pigment, screening and institutional advertising.

L. B. Darling Co. (frozen meat products), Worcester, Mass., appointed Blaine-Thompson Co., N. Y.

General Electric Appliances, L. A. branch, names Stromberger, LaVene, McKenzie, L. A., effective Feb. 15. Mays & Co., same city, resigns account.

Hoffman Electronics Corp. (radio, tv sets), L. A., appoints Dan B. Miner Co., L. A.

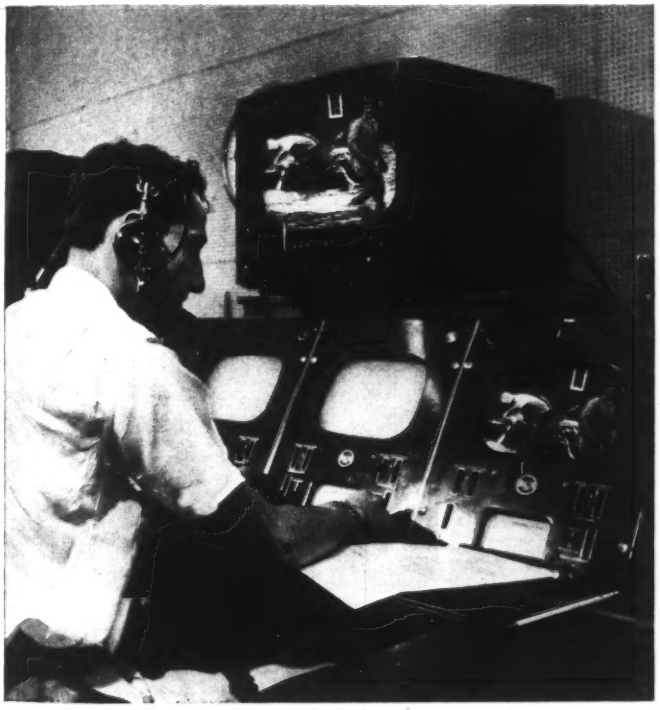
Eckrich Packing Co. (meat products), Fort Wayne, Ind., names Frank Block Assoc., St. Louis, for campaign to introduce new package.

Whirlpool-Seeger Corp., St. Joseph, Mich., appoints Kenyon & Eckhardt Inc., N. Y., for RCA Whirlpool freezers and RCA Estate ranger. K&E also handles Whirlpool-Seegar Corp.'s home laundry equipment.

Welch, Collins & Mirabile Inc., Baltimore, adds: Burtell Mfg. Inc. (Thrf-T-Tool home workshop power tools), Baltimore; Western Md. Dairy, Baltimore, and Wyman Park Federal Savings & Loan Assn., Baltimore.

From NEWS SCENE to TV SCREEN...

within *minutes* on Du Pont High Speed Rapid Reversal Motion Picture Film!



News events break quickly . . . usually without warning. And in TV coverage where time is vitally important, the cameraman *has* to have a film he can depend on. The film must have fine grain, wide latitude and high speed to record effectively every news scene—especially under adverse shooting conditions like those shown above. But that's only half the assignment! The film you use must be processed quickly . . . so your footage can get on the screen while the news is still "news." Du Pont Rapid Reversal Film is specifically designed for TV spot coverage.

Photo-News Director Dick Hance of KSTP-TV, St. Paul, Minnesota, takes full advantage of the high speed of Du Pont Type 931 . . . even gets an ASA rating of 500 with special development! He feels Du Pont Type 930 and 931 Motion Picture Films deserve special credit for highest Twin City rating given his evening newscast.

And where quick processing is important, you can develop Du Pont Rapid Reversal Film at elevated temperatures. Processing can be completed in about 5 minutes . . . ready for projection.

Take advantage of the many features of these fine films in your own TV work! For more information, contact Du Pont, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

DU PONT MOTION PICTURE FILM

DU PONT

REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

DISTRICT OFFICES

ATLANTA 5, GA.	805 Peachtree Bldg.	Emerson 2841 or 2913
BOSTON 10, MASS.	140 Federal St.	Hancock 6-1711, Ext. 43
CHICAGO 30, ILL.	4560 Touhy Ave., Lincolnwood	Cornelia 7-1411
CLEVELAND 14, OHIO	1033 Union Commerce Building	CHerry 1-1348
DALLAS 7, TEX.	1628 Oak Lawn Ave.	Riverside 1404
HOLLYWOOD 38, CAL.	7051 Santa Monica Blvd.	Hollywood 9-5147
NEW YORK 11, N. Y.	248 West 18th St.	WAtkins 4-3100
PHILADELPHIA 2, PA.	225 South 15th St.	PEnnypacker 5-6160
EXPORT	Nemours Building, Wilmington 98, Delaware	

Philip Wylie's great stories from the pages of the **POST**

to **TV** screens...

CRUNCH

This brand-new series of 39 half-hour films is proving as popular with sponsors as the Philip Wylie CRUNCH and DES stories have been with readers of the POST for 17 years. And no wonder! They're wonderful stories of drama, romance, action, comedy, adventure...all realistically filmed on location in colorful Bermuda. Everything about this series adds up to a great popular success!

IN OVER 50 MARKETS THE FIRST TEN DAYS!

Hand DES *starring* FORREST TUCKER

Your markets may still be available, but don't delay.
Call or wire for an audition print...today.

NBC FILM DIVISION

SERVING ALL SPONSORS...SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, N. Y.
Merchandise Mart, Chicago, Ill.
Sunset and Vine Sts., Hollywood, Calif.
In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

FILM GROUP DEVISES UNIFORM CONTRACT

Trade association committee ends two years of work with adoption of recommended form for use by tv stations in negotiations with advertisers and agencies.

NARTB's Film Committee last week concluded two years of preparation for a uniform contract form for film purchases.

The committee, headed by Harold P. See of KRON-TV San Francisco, adopted a recommended contract form which stations and distributors may use, just as uniform contracts are employed in negotiations with advertisers and agencies.

The recommended form, collated by NARTB, will be distributed starting Thursday. It will be offered all tv stations for their voluntary use.

Chairman See, NARTB staff executives and committee members have contacted distributors, producers and other interested parties in developing provisions meeting industry practices.

Three-fourths of tv stations have no contracts of their own, the committee found. The other one-fourth operate with diversified language and requirements.

Some of the delays involved in the committee's two-year job have been due to the fact that distributors have no form of organization. This required contacts with individuals in an effort to decide what language was necessary to protect both parties.

In future negotiations the contracting parties will be able to reach a quick accord on all but rates and special demands because they are in a position to accept all or part of the recommended contract language.

The front page of the form, which covers flexible items in contracts, opens with a paragraph covering grant of limited license to reproduce the film. Scheduling language includes title and other details. Other paragraphs cover term of license and delivery details. The recommended language specifies that delivery is not effective until the film is on the premises of station or agent. Return of the film takes place when it reaches the proper designee. Bicycling practices are recognized.

Contract Is Flexible

Most of the language uses the word "picture" to describe the product. The contract is sufficiently flexible to include tape-recorded pictures. Warranties on past showings are covered by a run-and-clearance section. Other front-page provisions cover payment of fees (10th day of month after showing is suggested). Performance is defined as payment of fee and return of picture.

The back page of the uniform contract applies to warranties, rights and similar subjects considered more suitable to standard industry practices. While these can be changed at the pleasure of negotiators, it was felt that in many cases the parties would accept a heavy share of the language.

Opening paragraph covers lessor warranties on ownership of rights; other contracts that might be involved; violation of property rights; protection against claims by third persons. A paragraph specifies that pictures must be physically suitable for exhibition.

Under music performance rights, three categories are listed: 1, ASCAP, BMI or SESAC; 2, public domain; 3, controlled by lessor. The lessor is to furnish all necessary information about music, including data on composers, publishers and licensing organizations.

If a film is found by the lessee to be unsuited for showing because of physical defects, provision is made for remedy of flaws or substitution; otherwise the station is relieved of contract obligations.

Alterations language permits minor station cuts to conform to the NARTB Tv Code, FCC rules, or time requirements. Restoration to original condition is required. Rejection provisions permit the station to turn back a picture because it fails to meet station policy, FCC requirements, the code or related factors. Provision is made for substitution of another picture.

Stations also retain the right to cancel showings in case of outstanding special events, for example, with provision for reasonable notice and extension of license terms. A paragraph covers acts of God.

NARTB's Film Committee received a report on a proposal to draw up a film manual. Work is underway on the manual and distribution is scheduled for early June.

Committee members at the meeting, besides Chairman See, were Paul Adanti, WHEN-TV Syracuse, N. Y.; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Elaine Phillips, WSPD-TV Toledo, Ohio; Raymond Welpott, WRGB (TV) Schenectady, N. Y. Irving Rosenhaus, WATV (TV) Newark, was excused. Representing NARTB were President Harold E. Fellows; Thad H. Brown Jr., tv vice president; Edward H. Bronson, director of tv code affairs; Robert L. Heald, chief attorney; Joseph M. Sitrick, manager of publicity and informational services, and Dan W. Shields, assistant to the tv vice president.

ERWIN EZZES RESIGNS FROM GUILD FILMS

MR. EZZES

MR. KAUFMAN

RESIGNATION of Erwin H. Ezzes as vice president and sales manager of Guild Films Co., New York, was announced last week by Reub Kaufman, president, who said that he himself would assume sales supervision of Guild Films.

Mr. Ezzes joined Guild Films in February 1955, coming from Motion Pictures for Television, where he was vice president in charge of sales.

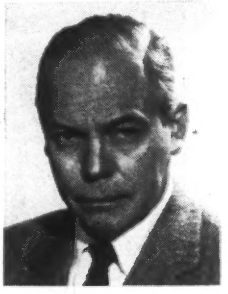
It was reported that Mr. Ezzes will renew a long-time association with Matthew Fox, president of C & C Television Corp., which will distribute the RKO Radio library of 740 feature films and more than 1,000 short subjects. For almost 10 years, before joining Guild Films, Mr. Ezzes was continuously with Mr. Fox at United World Films and at Motion Pictures for Television.

Mr. Kaufman reported that Guild plans to expand its world-wide television sales effort in 1956 and increase its sales staff. Art Gross, assistant sales manager, will continue in his present capacity, reporting to Mr. Kaufman.

Later this month, Mr. Kaufman, accompanied by Aaron Katz, Guild Films treasurer, will leave for a business trip to Europe. He will visit England, Italy, France and Germany and expects to negotiate several co-production agreements, as well as sales on current company properties.

Gilmour Heads New East Coast Film Firm

FORMATION of East Coast Television Inc., New York, producers of tv film commercials, industrial motion pictures and sales training films, is being announced today (Monday) by John Gilmour, president. Offices and studios have been established at 157 E. 69th St., New York 21. Telephone is Regent 7-9200.



MR. GILMOUR

Other officers of the company are William Huston and Ezra R. Baker, executive vice presidents, and Ben Krantz, treasurer and production manager. The four executives of the new company all were associated most recently with Screen Gems Inc.

Robert E. Gips Appointed Gold Productions Director

ELECTION of Robert E. Gips as vice president in charge of productions for Mel Gold Productions, New York, was announced last week by Melvin L. Gold, president. Mr. Gips, production supervisor of the company since 1954, also has been elected a director.

MR. GIPS

Previously, Mr. Gips had been with National Screen Service, New York, for two years, as assistant to the television director. He is a board member of the National Television Film Council.

Jary Tv Film Firm Formed

ESTABLISHMENT of Michael Jary Productions Inc., New York, as a production company for tv film programs and commercials, was announced last week by Michael Jary and Jay Frankel, principals in the new firm. Mr. Frankel will be in charge of the New York office at 11 W. 42nd St.

The firm will maintain studios in Hamburg, West Germany, where production of three pilot films has begun. Mr. Jary, a European film producer and composer, plans to use English and American performers in Europe for his tv series and claims the new company will produce film programs at about one-third the cost of a similar operation in the U. S.

Harvey Dinkins, Farm Service Director, with the National Safety Council's Public Interest Award presented to WSJS Radio-Television for exceptional service to safety on the farm 1954-55.

F. O. Carver and his news staff with the distinguished achievement award for radio news reporting presented to WSJS-Radio by the National Association of Radio and TV News Directors and the Medill School of Journalism of Northwestern University.

In North Carolina's rich Piedmont

They look . . . they listen to the winner!

WSJS wins national awards for distinguished service in Farm Safety and News Reporting

Outstanding WSJS-Radio and Television program features have long claimed audience loyalty in the big WSJS coverage area. Again national recognition by impartial judges attests to this quality and effectiveness. When you plan your radio and television schedules, consider first the audience and coverage leadership offered by WSJS Radio and Television in Winston-Salem, N. C.

WSJS

RADIO 5000 W • 600 KC • AM-FM

TELEVISION 316,000 WATTS

WINSTON-SALEM, N. C.

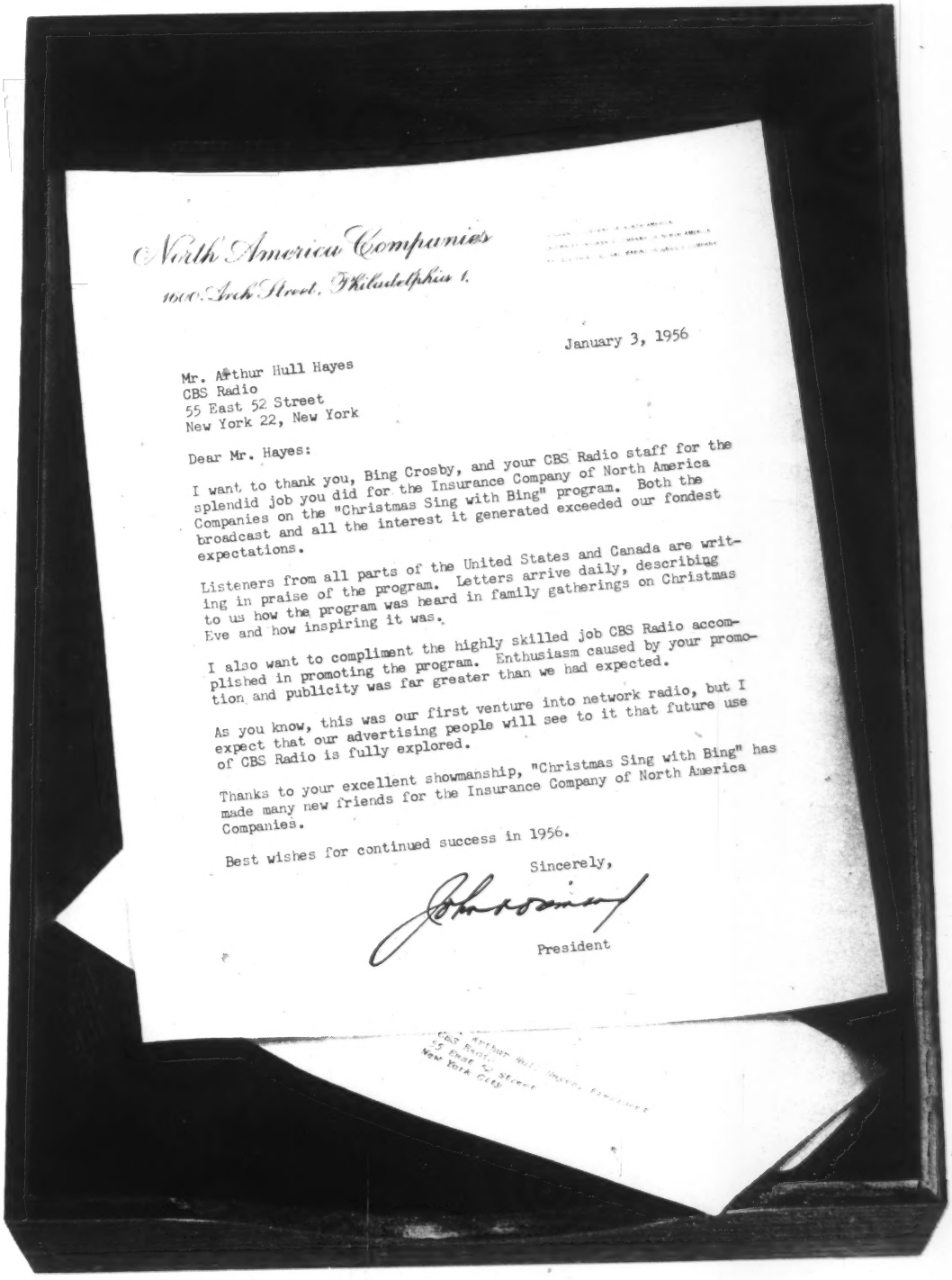
NBC AFFILIATE for WINSTON-SALEM GREENSBORO HIGH POINT

HEADLEY-REED, Rep.

Crosby Christmas Letter Contest
Christmas Songs To Sing With Bing
Radio Mo
NATIONWIDE SONGFEST TO
San Franciscans T
With Bing' Christm
Bing Invites Kids' Letters On Meaning of Christmas
Crosby Holds Child Contest
S. Will Sing With Bin
ust Listen—Sin
Special Hour Christmas Eve Program Stars Bing Crosby, Features Contest
THE BING-SING
Linking Hearts of All With Song
BY JOHN WATSON
'Sing With Bing' Promotion
TV—Radio TODAY
By MARIE TORRE
Country-Wide Songfest
"Christmas Sing With Bing" Scheduled
VIDEO-RADIO BRIEFS
Bing to Sing for Country Christmas
Crosby Invites Youths To Write on Christmas
La Manécanterie chantera au programme de Bing Crosby en provenance de Hollywood à Noël
Let's All Sing Carols With Bing Crosby
'Christmas Sing With Bing' Set For Dec. 21
BING AIRS SPECIAL SHOW
What Does Christmas Me
To Me' Letters Solicited
LET'S EVERYBODY SING

IN

In came an unprecedented flood of attention and applause for a "one-time" show... the right show for the right night... on the right network.



North America Companies
1600 Arch Street, Philadelphia 1.

January 3, 1956

Mr. Arthur Hull Hayes
CBS Radio
55 East 52 Street
New York 22, New York

Dear Mr. Hayes:

I want to thank you, Bing Crosby, and your CBS Radio staff for the splendid job you did for the Insurance Company of North America Companies on the "Christmas Sing with Bing" program. Both the broadcast and all the interest it generated exceeded our fondest expectations.

Listeners from all parts of the United States and Canada are writing in praise of the program. Letters arrive daily, describing to us how the program was heard in family gatherings on Christmas Eve and how inspiring it was.

I also want to compliment the highly skilled job CBS Radio accomplished in promoting the program. Enthusiasm caused by your promotion and publicity was far greater than we had expected.

As you know, this was our first venture into network radio, but I expect that our advertising people will see to it that future use of CBS Radio is fully explored.

Thanks to your excellent showmanship, "Christmas Sing with Bing" has made many new friends for the Insurance Company of North America Companies.

Best wishes for continued success in 1956.

Sincerely,

President

OUT

Out came a letter of thanks and appreciation from a pleased company president... pointing up again the power of dynamic radio, dynamically used!

THE CBS RADIO NETWORK

WKMH
DEARBORN – DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN
Jackson Television & Broadcasting Corp.

WSAM
SAGINAW, MICHIGAN

Represented By Headley-Reed

The Community Stations

KNORR Broadcasting CORP.

NOW! SAVE up to 15%

By Buying 2 or More of These Powerful Stations

HERE'S HOW IT WORKS

Buy All 4 Stations . . . SAVE 15%
Buy Any 3 Stations . . SAVE 10%
Buy Any 2 Stations . . SAVE 5%

Now, you get more for your money than ever before! You get the biggest buy in radio in Michigan's Knorr Broadcasting Corporation's combined 4-Station deal! Here, bounded by Detroit, Jackson, Flint and Saginaw is 80% of Michigan's 6-billion dollar buying power. That's where nearly 100% of the homes and over 85% of the automobiles have radios. That's where WKMH, WKHM, WKMF and WSAM command the biggest listening audience, because that's where *everybody* likes News, Music, Sports.

REACHES MICHIGAN'S BIGGEST BUYING POWER

DISNEY PRODUCTIONS EARNINGS DOUBLE IN '55

Increase in income not attributed to new ventures into tv production or Disneyland Amusement Park but to two feature movies. Television to be cut back it it doesn't pay.

EARNINGS of Walt Disney Productions last year were double those of 1954 but were not attributed to new ventures into television production or Disneyland Amusement Park at Anaheim, Calif., company President Roy O. Disney announced last week. If television doesn't pay off, it will be cut back, he said.

Two feature movies, "20,000 Leagues Under the Sea" and "Lady and the Tramp," accounted for the major share of gross income of $24,638,652 last year, up from $11,641,408 in 1954. Net income last year totaled $1,352,576 or $2.07 a share, compared to $733,852 and $1.12 a share in 1954.

Mr. Disney, brother of Board Chairman Walt Disney, said the company's extensive film production commitments to ABC for the *Disneyland* and *Mickey Mouse Club* series involve "more hours of entertainment than the company produced in its entire history prior to going into television" and has required expanding employment to 1,271 from 855 a year ago.

"However, with respect to future television production," he said, "unless we can realize a proper direct profit from television pictures our output in this medium will be greatly reduced. Our television production costs to date have been substantially greater than the direct income. Fortunately, we have been able to recover most of these excess costs from other revenue indirectly attributable to television."

Other income, from publications, newspaper comics, licensing cartoon characters and music, swelled to $4,416,057 last year, Mr. Disney reported, up from $2,664,024 the previous year. Firm's fiscal year ended Oct. 1, 1955.

Interstate Television Corp. Billings Rise 100% in Year

GROSS BILLINGS at Interstate Television Corp., Hollywood, showed a 100% increase during 1955 over the previous year, according to G. Ralph Branton, president.

During 1955 Interstate acquired syndication rights to *Public Defender, I Married Joan,* and 32 motion picture westerns made available to television. Robert Newgard, western sales manager for the company, revealed that it now has acquired the Bing Crosby Enterprise film catalogue consisting of *Counterpoint, Royal Playhouse,* and the Ken Murray show *Where Were You?*

Interstate, a subsidiary of Allied Artists, also has ready for distribution 26 color films made by the parent company between 1948 and 1952.

Kling Remodeling Underway

EXTENSIVE remodeling of animation, sound and projection equipment is underway at Kling Film Productions, Chicago, it was announced Wednesday. Renovation program is proceeding under Harry W. Lange, whose appointment as executive vice president [B•T, Jan. 2] was confirmed the past week by Robert Eirinberg, president of the parent Kling Studios Inc. Mr. Lange resigned from Sarra Inc., production firm, to join Kling.

Border Patrol Series

CBS-TV Film Sales is discussing the prospects of a new tv film series with the U. S. Immigration Service, based on the activities of the U. S. Border Patrol. If approval is forthcoming, the one-half hour, dramatic series will go into production shortly for tv presentation next summer.

NBC Film Division Reports Record Year

SALES at NBC Film Div. last year were the largest in its three-year history and 20% above 1954, it was announced last week by Carl M. Stanton, NBC vice president in charge of the division, in a year-end review of activities.

Mr. Stanton attributed the record sales year not only to continued active sponsorship of such long-time properties as *Dangerous Assignment, Badge 714, Life of Riley, Victory at Sea* and *Hopalong Cassidy,* but to the several extensive regional sales on such new programs as *The Great Gildersleeve* and *Steve Donovan, Western Marshall* to Langendorf United Bakeries, Hekman Biscuit Co., Lucky Lager Brewing Co., Colonial Stores and Brock Candy Co.

The fall sales season of 1955, Mr. Stanton said, was "the largest quarter in the history of the NBC Film Div. "He added that the fourth quarter, usually "a slow selling season," was 51% ahead of the fourth quarter of 1954.

In line with this expanded sales activity, Mr. Stanton said, the NBC Film Div. is moving to larger quarters at 659-663 Fifth Ave., New York, on or about Jan. 23.

Guild Sells 'Popcorn Theatre' To Independent Grocers Assn.

REGIONAL sale of a newly-created tv film series, *Popcorn Theatre,* to the Independent Grocers' Assn. for showing in 17 markets was announced last week by Reub Kaufman, Guild Films president.

The one-hour program, conceived by George Gale and contracted to Guild Films, features a new character, Poppo the Clown, and consists of comedy skits, cartoons and film featurettes. It was tailored specifically for the grocery trade, according to Mr. Kaufman, and has merchandising aids available for supermarkets, including Poppo comic books, clowns and costumes.

Mr. Kaufman reported that Guild Films had its best December in history last month, with a total of 90 market sales.

Blatz Buys 'Man Called X' For Eight Markets in Wis.

PACED by a regional sale of *Man Called X* in eight Wisconsin markets to the Blatz Brewing Co., Milwaukee, total sales on the Ziv Television Programs tv film series have reached the 83 mark, it was announced last week by M. J. Rifkin, vice president in charge of sales.

The purchase by Blatz is expected to cover all television homes in Wisconsin, according to Mr. Rifkin. The Blatz sponsorship is set for early February. Agency is Norman, Craig & Kummel, New York. Other recent sales on the series include contracts to Miles Labs., Genesee Brewing Co., Brown Velvet Co., Ziegler Meat Packing Co. and Texas Coffee Co.

Reed Tv Inc. Formed To Film Commercials

A NEW COMPANY—Roland Reed Tv Inc.—has been formed. It takes over production of Roland Reed-Gross Krasne Tv Commercials, which last year produced $700,000 of television's commercials. Announcement was made last week.

The board of directors of Roland Reed Tv Inc. includes Roland Reed, president; Guy V. Thayer Jr., executive vice president, and James Fay, secretary-treasurer.

In addition to making commercial and industrial films, the company will concentrate on developing tv series. Soon to go into production is a pilot film for a series featuring fire fighters throughout the nation.

Gross-Krasne Inc. will continue to film tv series and theatrical features. The company will produce the *Test Pilot* series, starring Preston Foster, for which a pilot recently was made. *Big Town* and *The Lone Wolf* are other Gross-Krasne series.

In addition to Messrs. Reed, Thayer and Fay, officers of Roland Reed Tv Inc. include Frank Bibas, vice president in charge of production; George Faust, vice president and national sales manager; Russell Raycroft, vice president, creative consultant, and eastern representative, and Burton Neuberger, Jay Norman, and Hampton Howard, vice presidents.

Screen Gems 'Circus Boy' To NBC for Fall Showing

IN ITS first program sale of the 1956-57 broadcasting season, Screen Gems Inc., New York, announced last week it has entered into a licensing agreement with NBC-TV to present its new series, *Circus Boy,* starting in October. Screen Gems said it was the first time it had licensed a tv series directly to a network.

The series is slated to be carried on NBC-TV in Class A time either on Friday, Saturday or Sunday. A sponsor will be announced shortly, according to Screen Gems. Produced by Herbert B. Leonard and Norman Blackburn, *Circus Boy* centers around the adventures of a young boy who is adopted by a circus troupe. The series features 12-year-old Mickey Braddock, Noah Berry Jr. and Bob Lowery.

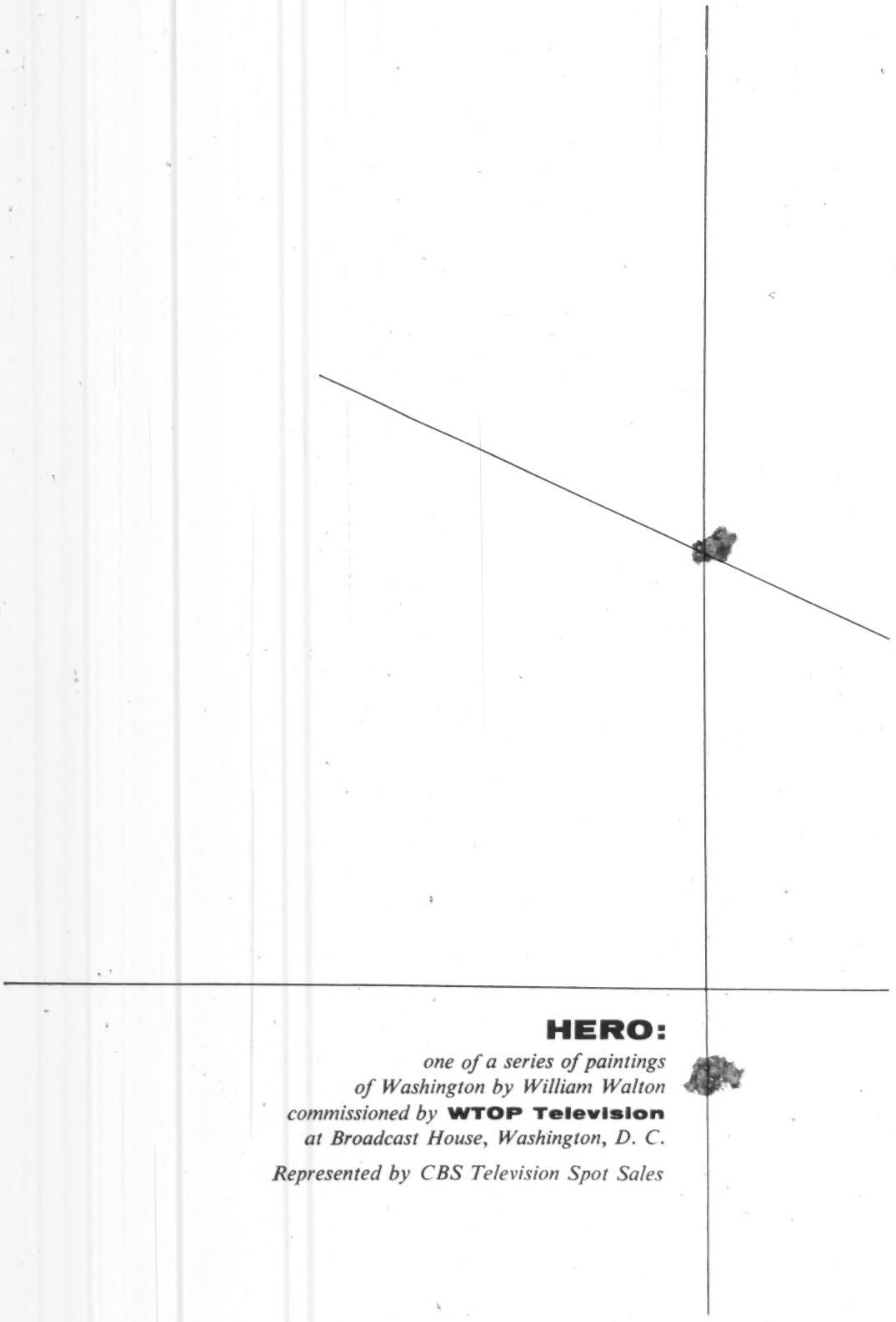
Sonderling Sells Interests In United, Klein Companies

EGMONT SONDERLING, president and general manager of WOPA Oak Park, Ill., and KXEL Waterloo, Iowa, has sold his interests in United Film & Recording Studios, Chicago, and in Klein & Assoc. advertising agency and production company to the only other stockholder, William L. Klein, it was announced last week.

Mr. Sonderling was co-founder of these enterprises in the early 1930's and was general manager of both until 1950. In October, 1950, he became associated with WOPA, and a year ago he headed a group that bought control of KXEL. Dividing his time between Oak Park and Waterloo, he currently is active as general manager of both radio stations.

Catholic Council Releases Filmed Series for Tv

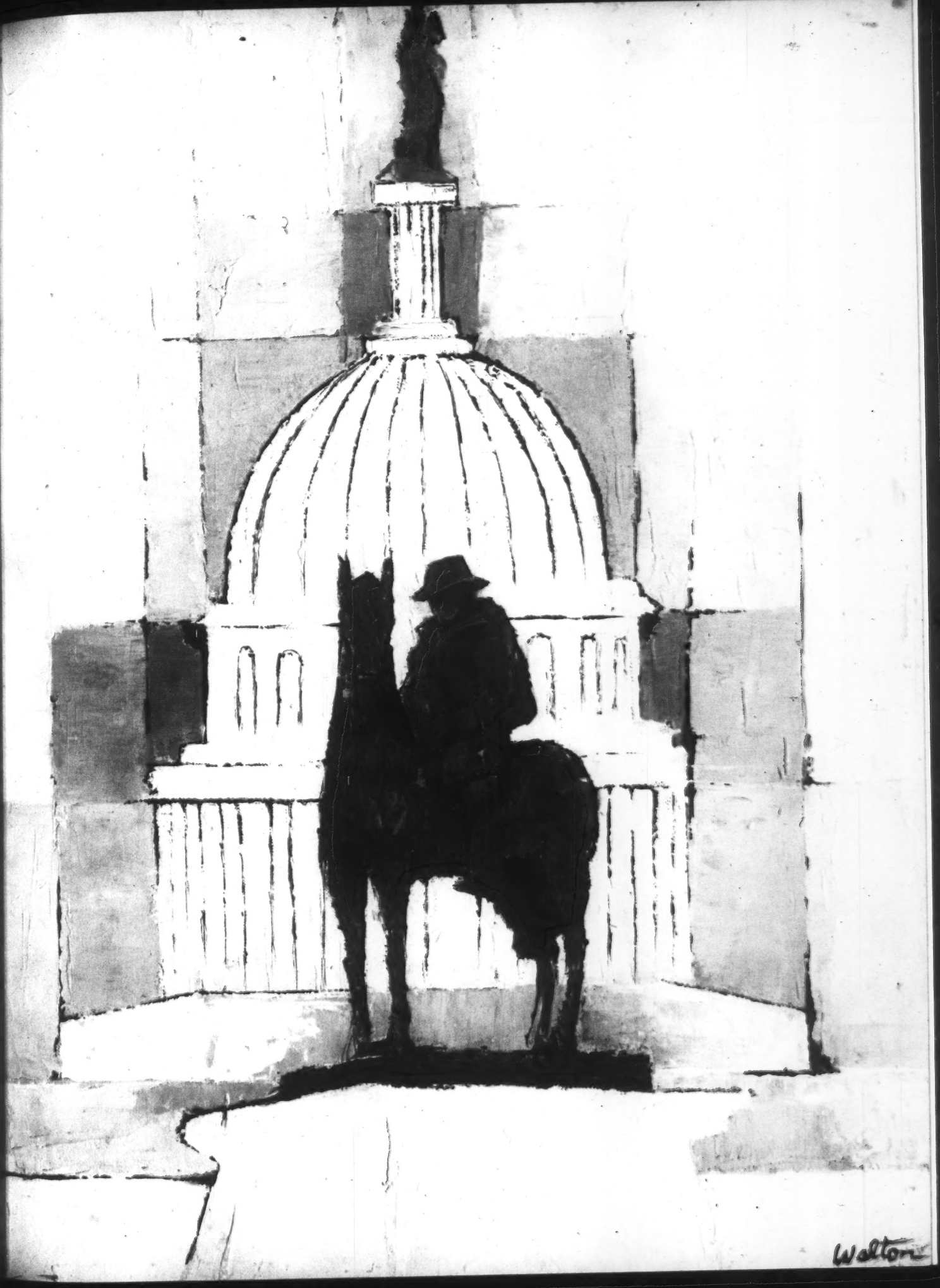
THE National Council of Catholic Men has announced that its new film series, *We Believe,* is now available for free distribution to the nation's television stations. The series has been telecast in approximately 40 selected markets



HERO:

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.

Represented by CBS Television Spot Sales


Walton

HERO *by William Walton.*
Third of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Originally published in Broadcasting-Telecasting,
January 9, 1956.
Reprints of this series available on request.

for the past three months and the council reported that audience reaction was so good the series is being released nationwide ahead of the original schedule. Promotional materials for use at local level are also provided by NCCM.

We Believe consists of 13 half hour programs explaining basic Catholic beliefs in non-controversial, informal style. The Rev. James J. McQuade, S.J., of John Carroll U., Cleveland, is featured on the program.

FILM SALES

Interstate Television Corp., N. Y., reported new sales of *I Married Joan* in nine markets, *Jubilee Feature Package* in 13 markets and *Action Adventure Series* in nine markets.

Studio Films Inc., N. Y., has sold Studio Telescriptions musical library to KGGM-TV Albuquerque, N. M., KBET-TV Sacramento, Calif., KDUB-TV Lubbock, Tex., WBRE-TV Wilkes-Barre, Pa., KERO-TV Bakersfield, Calif., KFAR-TV Fairbanks, KENI-TV Anchorage, WCHS-TV Portland, Me., KTVO-TV Ottumwa, Iowa, and KMID-TV Midland, Mich.

FILM DISTRIBUTION

Association Films, N. Y., reports heavy demand from television stations for its documentary film in color and black-and-white, "A Matter of Time." Film, 13½ minutes, was produced for Institute of Life Insurance and deals with ways of avoiding heart trouble. Is available free to stations.

FILM PRODUCTION

Television Screen Productions, N. Y., is producing series of three, 20-second tv film spot announcements for American Legion Auxiliary for presentation during Poppy Campaign next May.

FILM RANDOM SHOTS

Circle Film Labs Inc., N. Y. tv film processor, introduced process which it claims increases the life expectancy of original negatives 200-300%.

United Film and Recording Studios, Chicago, reports doubled volume in 1955 and organization has added new personnel to its production and technical departments. Currently under production at United is *It's Baby Time* and other series, as well as national tv spots and industrial films.

CBS Radio's promotional film in color on changing character of American market and its effect on advertising media has been made available to Office of Technical Service of U. S. Dept. of Commerce for use in more than 50 U. S. Operations Missions overseas.

FILM PEOPLE

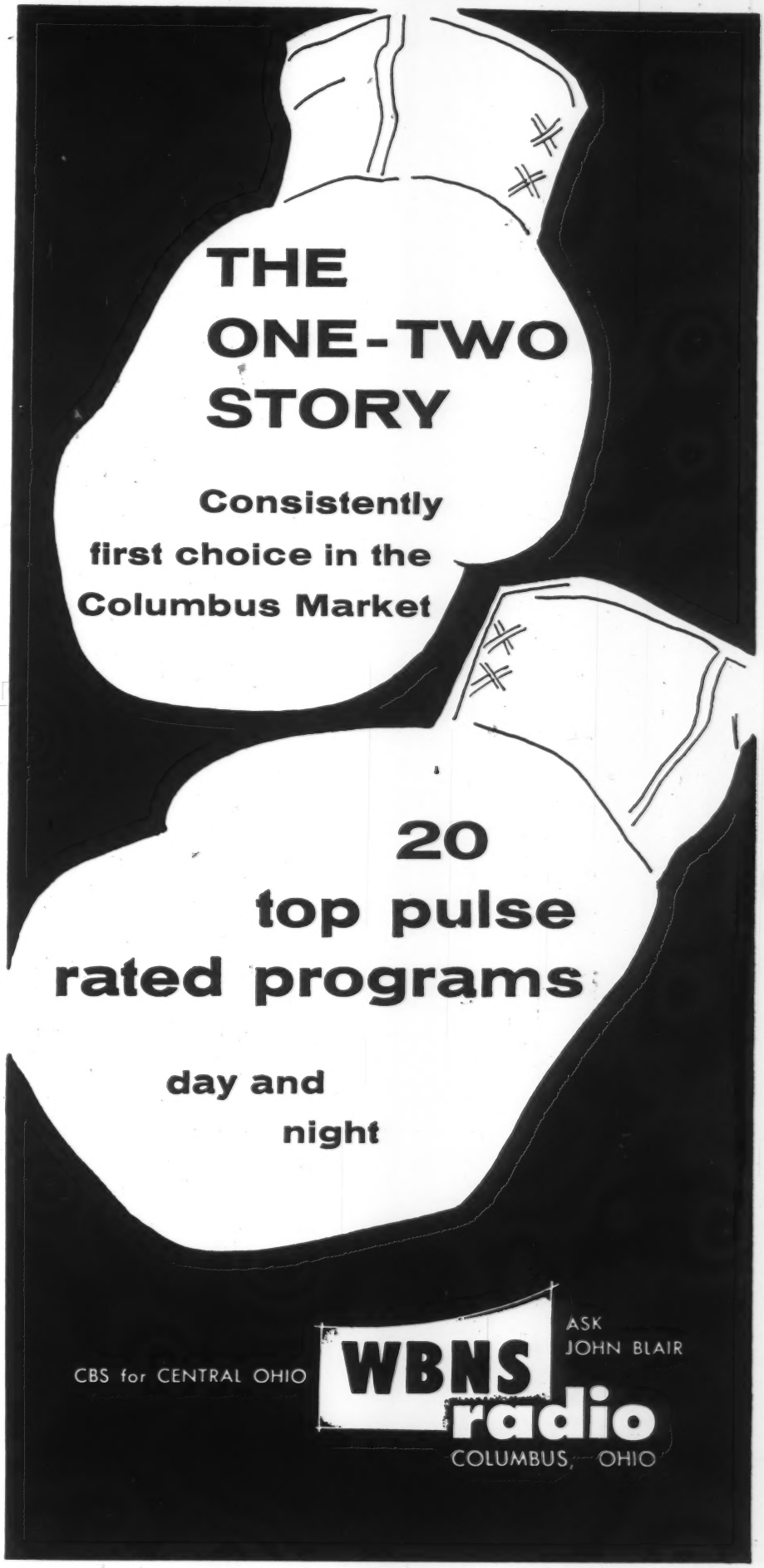
Perry W. Liebler, national advertising and publicity director, RKO Radio Pictures, subsidiary of RKO Teleradio Inc., has resigned, effective Feb. 1.

Theodore H. Markovic, formerly supervisor of NBC film library, appointed manager of NBC film exchange services.

Lee Carrau, former agency producer, Wade Advertising Inc., L. A., to Ozzie Glover Productions, L. A., as producer-director.

Duke Snider, Brooklyn Dodger centerfielder, signed by Screen Gems Inc., L. A., to play leading role in "Hero Father," episode of *Father Knows Best* series.

William L. Klein, president of United Film & Recording Studios, Chicago, married to **Marilyn Friedel,** advertising and public relations head of United.



NCAA CONTINUES LIMITED TV GRID FARE

Delegates at 50th annual convention of association in Los Angeles vote for television coverage of collegiate sport under same general plan of restriction as used last year.

TELEVISION COVERAGE of collegiate football this year will continue under the same general plan of restriction as that in effect last year, delegates at the 50th annual convention of the National Collegiate Athletic Assn. voted in Los Angeles last week. The 1955 NCAA plan, which allowed some regional and local games to be aired in addition to eight national telecasts, was considered to be a more liberal approach to college football telecasting than earlier NCAA plans.

There was a hint uhf stations may get some relief because of their smaller coverage areas. At the present, geographic restrictions governing telecasting exceptions are the same for both vhf and uhf stations.

Thursday afternoon the NCAA policy board announced the selection of its 12-man Television Committee, including nine holdovers from the 1955 committee, touching off predictions that the forthcoming plan will be patterned on the previous schedule. This was strengthened by the recommendation of the 1955 committee that the new group retain the same provisions of last year's program.

The new tv committee reportedly will meet before the end of the month in an effort to beat last year's timing in submitting a new plan to the full NCAA membership for a mail referendum. Last year's plan went to the membership on March 11.

NCAA officials told B•T the convention's directive to the new committee does not limit the scope of the committee in formulating a new plan except that the 1955 committee urged that some regional and local games be allowed on tv in addition to an unspecified number of national games. The rule of thumb is to provide that each team have one national and one regional appearance.

The new committee in making up its plan has freedom to arrive at a completely new formula that might allow 10 national games—or less than last year's eight—if it wishes, NCAA officials said. The same freedom applies to possible restrictions on regional and local games.

The speculation about deviation was not pronounced, though, since the 1955 committee reported such favorable results with its plan. The convention itself implied approval of the old plan when it passed the resolutions of the 1955 committee with very slight comment and only one dissenting vote—Notre Dame—out of a vote potential of 212. By contrast, television coverage was the subject of extensive convention discussion last year, before the more liberal approach was adopted.

While cooperating with the NCAA program, Notre Dame consistently has stood for unrestricted televising of games.

Gate Receipts and Tv

Concurrent with its report, the 1955 tv committee released report number seven of the National Opinion Research Center's study of the effect of television on gate receipts. Affirming earlier analysis that unrestricted tv hurts the college gate, the report noted the continued uptrend of gate receipts under the restricted television program. The report said that the 3.3% gain last year represented an estimated 14,556,000 advance in paid admissions, just above the 1951 level but still almost 700,000 below the pre-television years of 1947-48.

"This gradual narrowing of the gap between pre-television and current attendance levels," the NORC report said, "is undoubtedly a reflection of the continued growth in both student enrollment and national income. If these general trends of enrollment and income continue upward and the type of tv competition remains substantially the same, total college football ticket sales may soon fully regain their previous peak levels and go on to new records as the economy continues to flourish."

The resolutions approved by the convention directed that a new committee be selected and hearings held at which colleges and all other interested parties may appear and have "full opportunity to be heard and to make proposals for the 1956 television program." After the hearings, the committee is directed to "formulate a 1956 televison plan in accordance with the general spirit and purposes of this resolution and after full consideration of the suggestions contained herein, the information obtained at the hearings and such other explorations as it deems necessary and proper in light of the constant changing conditions in the field."

The resolution also directed the committee "to continue to study the present and potential effects of delayed, subscription and closed circuit television upon college football and shall have

"WIBW-TV HAS THE CLEAREST PICTURE"

—that's what TopekAREA viewers told Dr. Whan's surveyors!* Add the **clearest picture** to a proven preference for WIBW-TV's **sports, news, weather,** and **farm service,** and you have the reason why WIBW-TV is **most watched** throughout the farms and small towns in 20 Kansas counties.

* Dr. Forest Whan's *TV Study of the TopekAREA Audience,* a gold mine of hard-to-find information on TV listening habits, is yours for the asking. Just call your Capper man or write Topeka.

WIBW
SEE YOUR Channel 13 CAPPER MAN
VHF
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

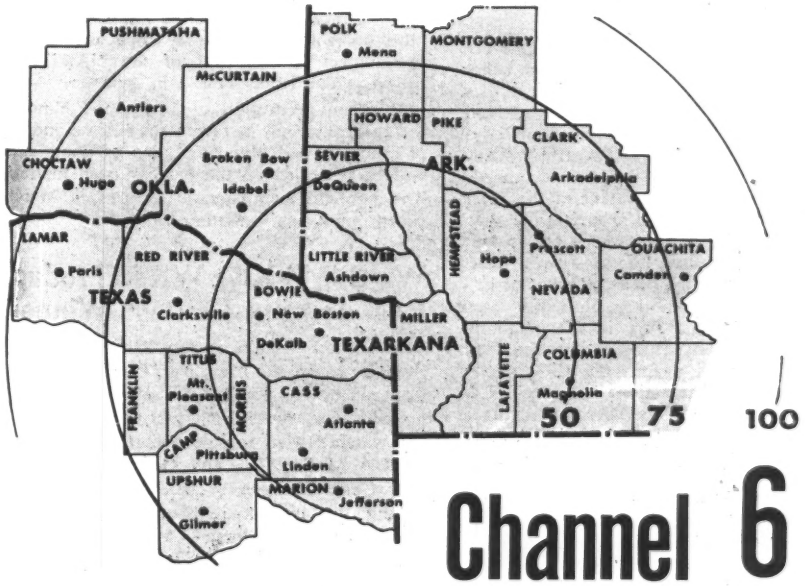
DOMINANT

. . . In Programs — 250 HOURS OF SPONSORED NETWORK SHOWS IN DECEMBER . . . PLUS TOP LOCAL & FILM FEATURES

. . . In Power — 100,000 WATTS ON CHANNEL 6 SINCE MAY, 1954 . . . PENETRATION OF AREA ALREADY ACCOMPLISHED

. . . In Audience — 65% TOTAL WEEKLY SHARE IN 26-COUNTY AREA TELEPULSE (Sept. '55). FIRST IN EVERY PROGRAM PERIOD

The Powerhouse of the Southwest



Channel 6

CBS - ABC

INTERCONNECTED

KCMC-TV

TEXARKANA
TEXAS–ARKANSAS

Represented By
Venard, Rintoul & McConnell, Inc.
Walter M. Windsor, General Manager

authority to include in the 1956 television plan such provisions with respect thereto, if any, as it deems necessary to prevent adverse effects upon college football."

In its conclusions and recommendations to the new committee, the 1955 committee expressed the opinion that the 1955 plan "embodying both national and regional features, was successful and has greater possibilities of accomplishing all of the objectives of NCAA's controlled program than predecessor plans. Accordingly the committee recommends to the 1956 Television Committee that it give careful consideration to the 1955 plan with the thought of embodying both regional and national features in some combination in the plan to be finally adopted by the 1956 committee."

Chairman of the 1956 committee is Howard Grubbs, Southwest Athletic Conference, who was a member of the 1955 committee. Others renamed by the council to the new committee include Warren P. McGuirk, U. of Massachusetts, District 1; Robert J. Kane, Cornell U., District 2; Douglas Mills, U. of Illinois, District 4; Earl S. Fullbrook, U. of Nebraska, District 5; Mr. Grubbs, District 6; E. L. Rommey, Mountain States Athletic Conference, District 7 (last year's chairman); Theodore Harder, Santa Barbara College, small colleges (West); Asa S. Bushnell, Eastern College Athletic Conference, member-at-large, and Walter Byers, NCAA executive director, member-at-large. New appointments include James Weaver, Atlantic Coast Conference, District 3; Alfred R. Masters, Stanford U., District 8, and Rix N. Yard, Denison U., small colleges (East).

NCAA last year awarded its eight-game national schedule to NBC-TV under a competitive bidding system. NBC-TV paid $1.25 million for rights. NCAA officials estimated last week another $1 million was received in tv rights through regional telecasts.

NBC-TV sponsors for three of four combination segments included Schick Co., General Cigar Co. and the Crosley-Bendix Division of Avco Corp. The fourth segment was sponsored on 43 stations by Gulf Refining Co., while the remaining 82 stations were sold on a cooperative basis.

Twenty regional games were carried on NBC-TV and CBS-TV under various sponsorships while the NCAA allowed 14 small college games to be aired in local markets.

The 1955 plan generally allowed each team only one national and one regional appearance on television, with certain exceptions. These included instances of advance gate sell-outs and cases where the home team was playing far afield and home-town telecasting would not affect another game. Generally, the exceptions required prior approval of an administrative committee.

Vhf-Uhf Differential

The rule-of-thumb in determining exceptions has been the 90-mile radius of the television station involved. There was no distinction between uhf or vhf stations, but the 1955 committee report suggested that "in the future different sets of regulations may be needed for vhf transmitters on one hand and uhf facilities on the other."

The NORC report said the study series disclosed: "1950—heavy attendance losses under a policy of unlimited television, in spite of a relatively small number of tv sets. 1951—a slackening of the expected rate of loss, as a result of the NCAA program of limited tv. 1952-53—a general stabilizing of attendance trends at lower levels, as tv ownership approached universality and the limited tv program remained in effect. 1954—resumption of moderate gains in attendance, as student enrollments and national income continued to grow, and the television situation remained the same."

Study No. 7 noted that "the modest rise in attendance during the past year occurred despite a further increase of 4 million new tv sets during 1955. As predicted in our previous reports, the maximum harm of limited tv competition was probably reached in 1953, when practically every football fan already had easy access to a tv set. Since then, it is believed that the new tv set purchasers consist primarily of persons in the lower economic groups, who never had a great interest in college football and were not attenders anyway, and persons who are merely replacing older- and smaller-screen sets. Consequently, as was expected, these additional purchases of tv sets have had little adverse effect on actual attendance levels.

"It should also be emphasized that the upturn in ticket sales in 1955 occurred under a limited television program, and that college football attendance—in spite of vast population and income gains—still remains below the pre-television peaks. Were the present limited television program to be replaced by wide-open televising of major games, or by any other program which would substantially increase the number of top games available locally on tv screens, all evidence indicates a renewed adverse effect on attendance levels generally."

INTL. BOXING GUILD GETS DOUBLE SETBACK

Maryland decision to go along with New York ban prompts DuMont to keep Monday night bouts in N. Y. In Cleveland, Guild is indicated on antitrust charges in connection with boycott of WEWS (TV) studio fighters.

DuMONT BROADCASTING Corp. reported last week that its co-op telecasts of Monday night boxing bouts will continue to emanate from New York, though plans had been made to present the fights from sites outside the state [B•T, Jan. 9]. This action followed a move by Maryland officials to recognize an order of the New York State Athletic Commission, banning the International Boxing Guild of New York from operating in the latter state.

DuMont had planned to originate several telecasts of bouts from Baltimore and subsequently operate from other states.

The resignation of many managers of well-known boxers from the New York chapter of the IBG, led by Al Weill, manager of heavyweight champion Rocky Marciano, and the decision of James Norris, president of the International Boxing Club, which promotes the Monday night bouts, to continue operations in New York regardless of what the IBG does, paved the way for retaining the bouts in New York.

The IBG received another blow last week when a Federal Grand Jury in Cleveland, investigating alleged boycotting by the Guild, returned an indictment against the IBG, one of its local member organizations and three of its officers for violation of the Sherman Antitrust Act. The announcement was made in Washington through the Justice Dept. by Attorney General Herbert Brownell Jr.

The action arose out of an IBG boycott and picketing of studio boxing shows presented by WEWS (TV) Cleveland from April to October, 1955 [B•T, April 25, Sept. 5, 1955].

The indictment contends the Guild's activities culminated in the cancellation of WEWS' studio boxing and that managers who let their boxers fight in the television shows were boycotted and expelled from Guild membership and their fighters were forbidden from boxing in other cities.

Named as defendants along with the Guild were its president and treasurer, Charles Johnston and William Daly, The Boxing Guild of Ohio and its president, Albert W. Del Monte. Maximum penalty on conviction would be a year in jail and a $50,000 fine for the individuals and $50,000 fine for the Guilds.

The grand jury began its investigation last summer in Cleveland following an alleged boycott of boxer Jesse Rodriguez for participating in a studio tv bout. Federal authorities claimed that the boxer was prevented from obtaining any further matches, citing a scheduled fight on the West Coast which was cancelled without a reason being given after he appeared in a WEWS bout.

Mr. Del Monte denied that the Guild has boycotted anyone and said it worked for the good of fighters because "the promoters were making all the money from television." He admitted the Ohio Guild had picketed WEWS but said, "we have never tried to stop the fighters who appeared on those shows (WEWS studio boxing) from fighting anyplace." He said about 10 managers had been expelled from the Guild for allowing their boxers to participate in the WEWS bouts.

The trial will be held in Cleveland but no date has been set. In another case, the U. S. Supreme Court ruled Jan. 31, 1955, that boxing was an interstate activity and subject to the Sherman Antitrust laws.

TV CODE CHANGES TO BE CONSIDERED

PROPOSED changes in the NARTB television code designed to meet public comments and industry trends, will be considered by the NARTB Tv Code Review Board at a meeting to be held Jan. 26-27 in San Francisco, according to G. Richard Shafto, WIS-TV Columbia, S. C., review board chairman.

The board will study tv film problems, hear staff reports on monitoring and draw up plans for a spring publicity campaign. Complaints about code violations will be considered and films brought to the board's attention by staff monitors will be reviewed. Code amendments are subject to approval of the NARTB Tv Board, which meets Feb. 1 in Arizona.

Data on promotion of Hollywood films on the theatre circuit in return for release and use of studio-owned film properties or name stars will be reviewed on the basis of staff findings. The publicity campaign is to start in March, fourth anniversary of the code.

WQUA, WXIC, WILM Produce RAB Jewelry Contest Winners

THREE top winners in the Radio Advertising Bureau-sponsored "Jewelry Package Mailing Contest" among local radio salesmen were announced last week. First two prizes of Hamilton watches went to salesman Les Johnson of WQUA Moline, Ill., and General Sales Manager Gene Claussen of WXIC Iowa City, for getting the highest number of station sales among local jewelers. Chauncey Evans of WILM Wilmington, Del., received an attache case, the third prize.

LET HIM TAKE DOWN THE UMBRELLA

for the ASSOCIATION OF AMERICAN RAILROADS

ANA Workshop Schedule Begins Jan. 26 in N. Y.

FIRST IN A SERIES of special workshop sessions on key advertising subjects will be held by the Assn. of National Advertisers at the Hotel Plaza in New York on Jan. 26, with the full day devoted to a discussion of advertising recruitment, training and development. The workshop is for ANA members only.

Paul B. West, ANA president, said the first workshop session and subsequent one-day meetings on such topics as public relations, sales promotion, advertising research, and budget and cost controls "are part of the expanded ANA program for 1956 to provide a greater exchange of information and ideas among the nation's leading advertising and marketing men."

Howard Marple, Monsanto Chemical Co., chairman of the Jan. 26 workshop, said the session will highlight practical approaches and techniques that can be applied by the marketing and advertising personnel of every company, regardless of company and size. The program, he said, will feature presentations by outstanding men in the field and a special roundtable discussion following the luncheon.

Speakers at this workshop session will be John Howard, manager, Business & Technical Personnel Dept., Eastman Kodak Co., on the subject of "Where and How to Find the Best Candidates for Advertising Jobs"; Dr. Robert Garber, a psychological consultant, on "Some Good Ways to Reduce Your Risks in Selecting Advertising Personnel"; Morehead Wright, consultant, General Electric Co., on "Stop Looking for Loose Geniuses and Start Growing Your Own"; Francis J. Curtis, vice president for personnel, Monsanto Chemical Co., on "Developing People—the Key to Your Own Progress."

NARTB Labor Committee Urges More Convention Time

ALLOCATION of more time at the annual NARTB convention for matters covered by the NARTB Employer-Employe Relations Committee was urged last Thursday at a Washington meeting of the group. The committee felt that subject deserves more time and better scheduling in view of the increasing complexity of labor relations and its importance to station operation.

Leslie C. Johnson, WHBF-TV Rock Island, Ill., committee chairman, presided at the meeting. Other topics considered included a report on the new pension plan negotiated between major networks and AFTRA. Mortimer Weinbach, ABC, reviewed the plan.

Studies on selection and motivation of salesmen should be continued, the committee decided, along with further study of the proposed project to improve techniques in selection of salesmen by management. Charles H. Tower, NARTB employer-employe relations manager, reported on department activities during the year.

Dr. Baker Re-elected by IRE

DR. W. R. G. BAKER, vice president of electronics, General Electric Co., was re-elected treasurer for 1956 of the Institute of Radio Engineers, it was announced last week. Donald G. Fink, research director, Philco Corp., was elected IRE editor, succeeding John R. Pierce, electronics research director, Bell Telephone Labs. Elected directors were: Alfred N. Goldsmith, consulting engineer; T. A. Hunter, president, Hunter Mfg. Co.; and J. W. McRae, president, Sandia Corp.

SENATE STAMPS APPROVAL ON AMENDED SEC. 309 (c)

Changes in so-called 'economic protest' provisions of Communications Act approved by Senate Thursday. House has already approved measure which now goes up for Presidential signature. Amended subsection promises to speed FCC action on some cases, but will not be retroactive.

THE SENATE late Thursday passed the House-approved bill (HR 5614) amending the Sec. 309 (c) "economic protest" provisions of the Communications Act. The measure now goes to the President for signing.

The amendment proposal had been the subject of hearings last year by subcommittees of both the House and Senate Commerce Committees and after clearing the House was passed over on the Senate consent calendar at the end of the first session of the 84th Congress.

Although the bill met no objections during the Thursday Senate session, it was the cause of a flareup during the afternoon as Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, and Sen. John O. Pastore (D-R. I.), chairman of the committee's communications subcommittee, sought to bring the measure up for consideration amid senatorial oratory.

The proposed amendment, long sought by the FCC and many industry factions, would: (1) allow the FCC to determine if an evidentiary hearing is merited on a protest of a grant which has been made without a hearing; (2) give the FCC greater freedom in modifying issues presented by the protestant or adding issues of its own and give the Commission authority to sustain its own demurrer on issues which, even if proved true, would not merit a hearing, and (3) allow the FCC to determine at its own discretion whether in the public interest a grant should be stayed pending the hearing's outcome.

The Sec. 309 (c) amendment had been given priority the week before when it was cleared by the Senate Democratic policy committee and Senate Majority Leader Lyndon B. Johnson (D-Tex.) mentioned it among measures desirable for Senate consideration last week.

Sens. Magnuson and Pastore waited during the afternoon while several senators kept the floor to discuss favorite subjects. As the afternoon wore on, they asked Sen. George W. Malone (R-Nev.), who had the floor, to yield a few minutes, so HR 5614, which they described as non-controversial, could be considered.

Sen. Malone, who had started off on an hour-long speech on foreign trade, offered a minute and a half, but Sen. Pastore said action on the bill would take 7 to 10 minutes. Sen. Malone said he felt his own speech was more important than the proposed amendment and that, therefore, Sen. Pastore could wait.

"I'll wait till Hades freezes over," said the Rhode Islander. He said that if he couldn't have the requested amount of time he would accept no time at all.

"Then, sit down," said Sen. Malone.

Sen. Pastore stared angrily at the Nevada Republican for several seconds before taking the majority leadership seat, which he was occupying temporarily in Sen. Johnson's absence. When relieved a few minutes later, he stalked out with Sen. Magnuson, but returned near the end of Sen. Malone's talk, to introduce the bill.

He explained that the bill will have no retroactive effect in cases where the FCC has already designated a protest for hearing, and that the FCC will not invoke the amended law to reconsider a previous postponement of the effective date of a grant which has been protested under the present Sec. 309 (c).

Answering a question from Sen. William A. Purtell (R-Conn.), he said the measure, if enacted, will not affect the rights of persons who have filed pre-grant objections or oppositions and who, having these objections dismissed by the FCC, subsequently file protests. Such protests must be considered under the provisions of the present Sec. 309 (c), he said.

The House Commerce Committee's Transportation & Communications Subcommittee had held two days of hearings on HR 5614 [B•T, June 27, 1955] before it passed the House [B•T, July 25, 1955]. The Senate Commerce Committee's Communications Subcommittee held one day of hearings on a companion Senate bill (S 1648). The House-approved version then was placed on the Senate calendar.

The measure was called on the Senate consent calendar near the end of the first session last year, but met anonymous senatorial objections. It was not called again.

The FCC had objected steadfastly to Sec. 309 (c) since even before it was enacted in 1952. A number of congressmen, under pressure from constituents, largely in areas where primary television service was being held up by protests, also were vociferous in their objections to the section.

Amended Text

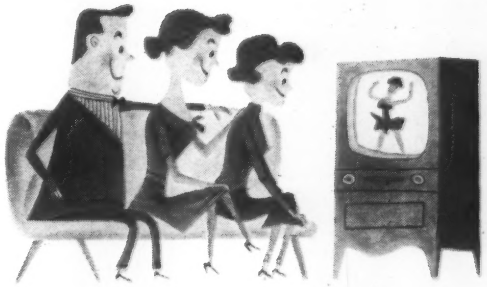
SUBSECTION (C) OF SECTION 309 OF THE COMMUNICATIONS ACT OF 1934, AS AMENDED

(Existing law proposed to be omitted is enclosed in black brackets, new matter is printed in italics, existing law in which no change is proposed is shown in roman):

(c) When any instrument of authorization is granted by the Commission without a hearing as provided in subsection (a) hereof, such grant shall remain subject to protest as hereinafter provided for a period of thirty days. During such thirty-day period any party in interest may file a protest under oath directed to such grant and request a hearing on said application so granted. [Any protest so filed shall contain such allegations of fact as will show the protestant to be a party in interest and shall specify with particularity the facts, matters, and things relied upon, but shall not include issues or allegations phrased generally. The Commission shall, within fifteen days from the date of the filing of such protest, enter findings as to whether such protest meets the foregoing requirements and if it so finds the application involved shall be set for hearing upon the issues set forth in said protest, together with such further specific issues, if any, as may be prescribed by the Commission.] *Any protest so filed shall be served on the grantee, shall contain such allegations of fact as will show the protestant to be a party in interest, and shall specify with particularity the facts relied upon by the protestant as showing that the grant was improperly made or would otherwise not be in the public interest. The Commission shall, within thirty days of the filing of the protest, render a decis-*

year in

At the very moment when 1955 was giving way to 1956, two-thirds of the New York television audience was tuned to Guy Lombardo and a gala New Year's Eve Show on WRCA-TV *(Trendex)*. That's the way the old year ended; that's the way the new year began. That's the story of WRCA-TV—greater audiences for local programming than any other station in the New York area, network or independent.



year out

Month after month, more people turn to Channel 4 for local programming. In December, TelePulse shows that *9 out of the top 10* local programs were seen on WRCA-TV. ARB isn't quite as favorable: only *8 out of the top 10.*

For the advertiser, this loyal audience following is only the beginning of the story. WRCA-TV capitalizes on this audience with powerful promotional support and merchandising services that turn viewers into customers.

Clairol sponsored the New Year's Eve program, and in the cold gray light of the morning-after, Foote, Cone and Belding studied the returns and picked up the option for New Year's, 1957. But you don't have to wait for a holiday—WRCA-TV can give you something to celebrate any day of the year. Write, wire or call for details.

SPECIAL TRENDEX STUDY

New Year's Eve, 11:15 p.m. – 12:15 a.m.

	rating	*share of audience*
WRCA-TV	31.8	65.2
SECOND STATION	16.0	32.9
ALL OTHER STATIONS	1.2	2.4

wrca-tv*4

NBC IN NEW YORK

Represented by NBC Spot Sales

ion making findings as to the sufficiency of the protest in meeting the above requirements; and, where it so finds, shall designate the application for hearing upon issues relating to all matters specified in the protest as grounds for setting aside the grant, except with respect to such matters as to which the Commission, after affording protestant an opportunity for oral argument, finds, for reasons set forth in the decision, that, even if the facts alleged were to be proven, no grounds for setting aside the grant are presented. The Commission may in such decision redraft the issues urged by the protestant in accordance with the facts or substantive matters alleged in the protest, and may also specify in such decision that the application be set for hearing upon such further issues as it may prescribe, as well as whether it is adopting as its own any of the issues resulting from the matters specified in the protest. In any hearing subsequently held upon such application [all] issues specified by the Commission *upon its own initiative or adopted by it* shall be tried in the same manner provided in subsection (b) hereof, but with respect to [all] issues *resulting from facts* set forth in the protest and not adopted or specified by the Commission on its own motion, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the protestant. The hearing and determination of cases arising under this subsection shall be expedited by the Commission and pending hearing and decision the effiective date of the Commission's action to which protest is made shall be postponed to the effective date of the Commission's decision after hearing, unless the authorization involved is necessary to the maintenance or conduct of an existing service, *or unless the Commission affirmatively finds for reasons set forth in the decision that the public interest requires that the grant remain in effect,* in which event the Commission shall authorize the applicant to utilize the facilities or authorization in question pending the Commission's decision after hearing.

WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

*** 1955 Sales Management "Survey of Buying Power"**

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV

IT'S OFFICIAL NOW: L'HEUREUX TO FCC

APPOINTMENT of Robert D. L'Heureux as administrative assistant to FCC Chairman George C. McConnaughey was announced last week. Mr. L'Heureux's appointment had been rumored for several weeks [B•T, Jan. 9].

The New Hampshire-born Mr. L'Heureux (pronounced "le rue") joined the FCC last Tuesday from his position as special counsel on television for the minority of the Senate Commerce Committee.

Before then, Mr. L'Heureux was chief counsel of the Senate Banking and Currency Committee and was a member of the staff of the Joint Committee on Defense Production. He left the banking committee to become chief counsel of the commerce committee when the late Sen. Charles W. Tobey (R-N. H.) became chairman of the Senate Commerce Committee at the start of the 83rd Congress. When Robert F. Jones resigned as special counsel for television for the Republicans, Mr. L'Heureux was named.

In his new job, Mr. L'Heureux will also serve as liaison representative with Congress, the FCC announcement said. It was understood that the Civil Service Commission has been asked to regrade Mr. L'Heureux's FCC job to count it as a GS-16 grade ($12,900). It is now graded for GS-15 ($11,600-$12,690). Even with the GS-16 grade, Mr. L'Heureux will be taking a $700 cut in salary, it was understood.

Court Orders FCC to Reopen Providence, R. I., Hearing

BECAUSE the FCC ordered a hearing examiner to certify the Providence, R. I., ch. 12 protest hearing without rendering an initial decision, the U. S. Court of Appeals last week ordered the FCC to reopen the hearing and follow regular procedure.

Involved is the 1953 grant of the ch. 12 facility to Cherry & Webb Broadcasting Co., following a merger agreement with two other applicants. WNET (TV) Providence, ch. 16, protested the grant. It was given a hearing by the FCC, but the examiner was ordered to submit findings of fact only.

In appealing to the court, WNET claimed it had been discriminated against by this action. The Commission claimed that it had ordered this procedure in order to expedite the decision.

The court held that there was no overwhelming reason for taking this short cut and that the Commission's reasons for doing this were "not convincing in view of the time-consuming process which was ordered." The unanimous decision was written by Circuit Judge Wilbur K. Miller, with Judges G. Barrett Prettyman and John A. Danaher concurring.

In its protest, WNET claimed that one of the provisions of the agreement was in actuality a "pay-off" for two stockholders of one of the applicants. This was a proviso permitting the payment of $205,500 in lieu of stock to Robert T. Engles and C. George Taylor. WNET also claimed Cherry & Webb began construction of the tv outlet before the grant was made.

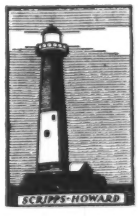
WCPO
CINCINNATI
and
WNOX
KNOXVILLE

announce the appointment of

JOHN BLAIR & COMPANY

as national representative
effective January 1, 1956 for WCPO
effective March 1, 1956 for WNOX

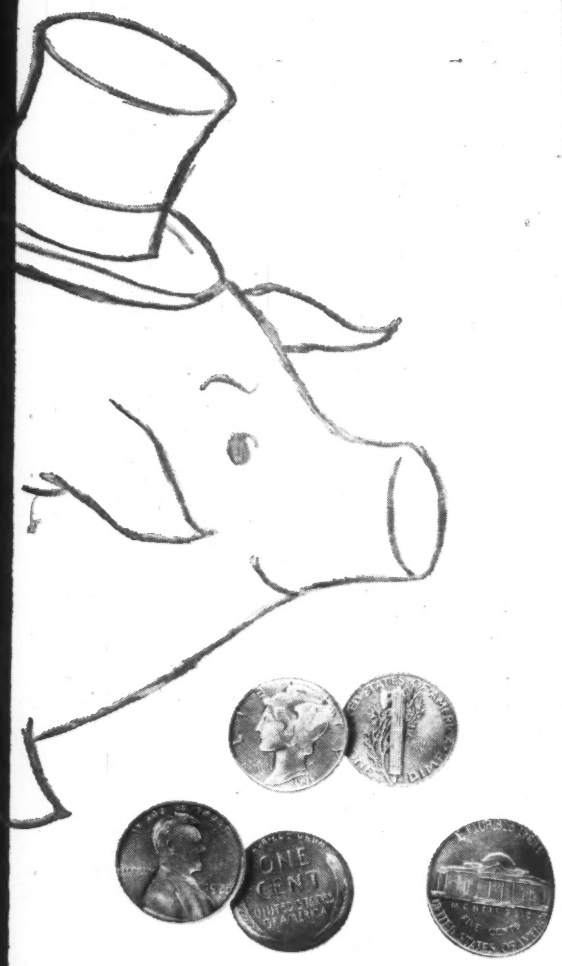
WCPO
Mutual Network
250 w. at 1230 kc.
CINCINNATI 6, OHIO



WNOX
CBS Radio Network
10,000 w. at 990 kc.
KNOXVILLE 17, TENN.

SCRIPPS-HOWARD RADIO, INC.

abc-tv's "afternoon film festival" serves up nighttime quality at daytime prices



Topnotch TV at piggy-bank rates! Nighttime quality at daytime prices! No matter how it's phrased, ABC-TV's great new *Afternoon Film Festival* is television's most remarkable participation buy. Each weekday afternoon a superb motion picture never before seen on TV. Films like *The Captive Heart, Genevieve, Desperate Moment, The Cruel Sea.* Famous stars like *Jean Simmons, Peggy Cummins, Stewart Granger, James Mason, Deborah Kerr.* Personable Allyn Edwards is the host . . . and *your* salesman. The buying plan is flexible. The time slot (3 to 5 p. m. EST) seems sure to produce excellent ratings. Get all the facts on this exciting new participation buy today.

your host, Allyn Edwards

abc television network

7 W. 66th St., New York 23, N. Y., *SUsquehanna 7-5000*
20 North Wacker Drive, Chicago, Ill., *ANdover 3-0800*
277 Golden Gate, San Francisco, *UNderhill 3-0077*

NETWORK INVESTIGATION TO OPEN TOMORROW WITH FCC TESTIMONY

Senate Committee Chairman Magnuson outlines points which he feels need Commission comment. Uhf-vhf problems are to be analyzed. Initial hearing may last two days with further hearings tentatively set for next week.

THE FINAL stage was set last week for the Senate Interstate & Foreign Commerce Committee to begin its first hearings tomorrow (Tuesday) in its investigation of tv networks and uhf-vhf troubles.

Committee Chairman Warren G. Magnuson (D-Wash.) last Tuesday sent a letter to the FCC setting forth subjects on which commissioners will be questioned when they become the first witnesses tomorrow at the planned series of hearings. In a news release on Thursday he went into detail on the committee's overall plans.

Later in the day he told B•T the initial hearings probably will last two days, with the FCC to return to subsequent hearings, "perhaps the next week," as the investigation develops. Although no hearing date has been set for the second group of witnesses, Sen Magnuson said the *ad hoc* engineering committee he named last summer from a cross-section of the industry to study tv allocations probably will be next on the witness stand.

He said the Senate group is trying to set up a hearing date with Massachusetts Institute of Technology Prof. Edward Bowles, chairman of the engineering group, for a preliminary report, but that a full report is not expected for several weeks.

Chairman Magnuson said he will preside at the initial hearings, but that Sen. John O. Pastore (D-R. I.), next ranking Democrat on the committee and chairman of the Communications Subcommittee, will head some of the later hearings. Sen. Magnuson explained that he will have his hands full with several other committee subjects.

Frank Pellegrini, chief counsel of the committee, will head the investigation during next week's hearings. Kenneth A. Cox, Seattle attorney newly named to head the tv probe, will take over the majority counselship after he becomes oriented. Wayne T. Geissinger, assistant chief counsel of the committee, will represent Republican members as minority counsel, and Nicholas Zapple, the committee's professional communications counsel, will continue to coordinate the investigation.

Specific points on which the FCC will be questioned, Sen. Magnuson told the Commission last week, are:

• **Progress of the FCC's $80,000 network study** and specific subject matter it intends to cover with target dates for completion of each phase. Will the FCC take remedial action as facts are developed or wait until the entire study is completed before acting?

• **The FCC majority's views on the dissents** of Comrs. Rosel Hyde and Robert T. Bartley to a recent FCC decision granting vhf in areas where uhf stations now operate. What, asked Sen. Magnuson, would the majority have to say to the dissenting statement that the FCC action "can have the effect of seriously hampering and perhaps of unalterably precluding the Commission from *giving proper* and *adequate consideration* to the overall study of the allocation plan?" (Sen. Magnuson's italics).

• **FCC's denial of deintermixture** in specific cases. How, asked the senator, can the FCC adopt deintermixture as a sound, overall policy after it has intermixed or further intermixed areas where deintermixture has been requested?

• **Deintermixture after intermixture has been permitted.** Will the public be penalized if a channel is permitted to go on the air and then taken off later because deintermixture proved a sound policy?

• **Booster or similar low cost tv operation** for smaller communities. What is the FCC doing or planning to do to assure smaller communities such a tv service?

• **Final decisions.** How many final decisions has the FCC issued in the past year in tv proceedings?

• **Actual coverage data on tv stations.** Did the FCC, when it adopted modification of its rules on antenna heights for stations in Zone I on July 22, 1955 (action later modified), have specific actual coverage data on stations which moved to new antenna heights under the order? Does the FCC have specific data on actual coverage of all stations, uhf or vhf? Does the Commission know the type and quality of coverage enjoyed by tv stations?

• **Overlap.** What is the FCC's policy on overlap? Is it based on Commission standards or actual coverage?

Sen. Magnuson said he would appreciate answers to the listed questions in addition to any other data or material to be submitted by the FCC. He said he hoped all the FCC members would be present so each can express his individual views.

The Washington Democrat said in his news release it is "considered possible" the committee may go into the manufacture of tv sets "to determine whether a bonafide effort is being made by the manufacturers to produce uhf receivers or comparable equipment as cheaply and expeditiously as vhf equipment or whether the slowness in production of uhf equipment is by design."

He told B•T he believed tv manufacturers and other members of the industry would be glad to tell the committee what progress they have been making to help the uhf-vhf situation.

He said the committee may look into tv programming but only to see there are no "artificial restraints" on program availability for all stations from the "widest possible sources."

The hearings, he added will go into uhf, the possibility of expanding the vhf band and a bill (S 825) introduced by Sen. John W. Bricker

THESE ARE THE PROBERS

MAGNUSON PASTORE BRICKER

PELLEGRINI COX GEISSINGER ZAPPLE

Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) will open hearings in the committee's tv network probe, with Sen. John O. Pastore (D-R. I.) to preside at later hearings. Sen. John W. Bricker (R-Ohio), as ranking Republican, will represent GOP members. Frank Pellegrini, chief committee counsel, will be in charge at first hearings until new majority radio-tv counsel Kenneth A. Cox, becomes acquainted with the probe. Wayne T. Geissinger, assistant chief counsel, will represent Republicans, and Nicholas Zapple, professional staff communications counsel, will coordinate the proceedings.

SCROLL of appreciation is handed former FCC Hearing Examiner Fanney N. Litvin by Charles S. Rhyne, president of the District of Columbia Bar Assn., at monthly meeting last week. Mrs. Litvin retired from government service last October.

(R-Ohio), ranking committee Republican and its chairman in the 83rd Congress, to place the networks under FCC regulation. Sen. Bricker began the committee's investigation during his tenure as chairman in 1954 under a Republican-controlled congress.

Sen. Magnuson said he hoped to have a report soon from former Sen. Clarence C. Dill (D-Wash.), an author of the Communications Act of 1934 and who helped create the old Federal Radio Commission. He said Mr. Dill is reviewing the present law and will advise the committee on what changes he believes should be made in the act.

The Commerce Committee chairman said he had asked the Senate Finance Committee to recommend legislation to eliminate the 10% federal excise tax from tv sets equipped with both uhf and vhf.

He said he was "particularly interested" in an FCC solution to the problem of tv for small communities. Although an FCC examiner recommended against contemplated cease and desist orders against operators of reflector booster stations, the FCC has not yet acted on the examiner's report of months ago and subscribers to the service still do not know what will be done, he said.

He said the FCC should change its regulations to authorize booster stations (see separate story, page 67), and indicated that the FCC should decide whether community antenna systems should come under Commission jurisdiction.

Asst. Chief Hearing Examiner Post Given to FCC's Kyle

JAY ALLEN KYLE, who last month joined the FCC as a hearing examiner, has been promoted to assistant chief hearing examiner, the Commission announced last week. Mr. Kyle, 49, was named last October [B•T, Oct. 24] to replace Examiner Fanny N. Litvin, who retired Oct. 1., Mr. Kyle began his FCC duties Dec. 1.

A native of Erie, Kan., Mr. Kyle came to the FCC from the Kansas Corporation Commission (public utilities), of which he was general counsel.

U'S TAKE VHF STAY PLEA TO COURT

Appeals Court in Washington hears debates on Corpus Christi, Madison and Evansville grants. Protestants claim FCC did not act on their appeals and should not make vhf grants while deintermixture is being studied.

FREEZE or no freeze. That was the gist of two and a half hours of argument before the U. S. Court of Appeals in Washington Thursday when seven uhf stations asked for a stay against recent vhf grants in three cities.

The court's decision will determine whether the Commission can continue to issue final decisions in almost 40 pending vhf hearing cases.

If the court grants the stay petitions, it will be a signal that no vhf stations may build or begin operation—whether or not the Commission continues to decide pending vhf cases—until the appeals are heard on their merits or until the Commission completes its current allocations proceeding.

The appeals involve the FCC's grants in recent weeks in Corpus Christi, Tex., Madison, Wis., and Evansville, Ind.

The uhf stations claim that the FCC did not rule on their petitions for deintermixture. Last November, the Commission dismissed all pending petitions for deintermixture and established a new proceeding to survey the entire range of allocation principles. It was this act that the uhf stations are challenging. They claim that the Commission should have ruled on their individual petitions.

The arguments were conducted before a three-judge court comprising Circuit Judges David L. Bazelon (presiding), John A. Danaher and George T. Washington.

The uhf attorneys pleaded for a stay of the three vhf grants on the contention that unless the stay was granted they would have to cease operating. "We want to be around when the appeals are decided," one attorney for a uhf station declared.

In the courtroom, which was filled with leading Washington communications lawyers, the court heard the pros and cons of vhf grants protested and defended. Involved are the following:

- Corpus Christi ch. 6 grant to KRIS appealed by ch. 22 KVDO-TV that city.
- Madison ch. 3 grant to WISC appealed by ch. 27 WKOW-TV and ch. 33 WMTV (TV) that city, and WTVO (TV) Rockford, Ill.
- Evansville ch. 7 grant to Evansville Television Inc. appealed by ch. 62 WFIE (TV) that city, ch. 50 WEHT (TV) Henderson, Ky., and ch. 21 WKLO-TV Louisville, Ky.

The essence of the arguments in favor of a stay was that the Commission did not adhere to the requirements for a ruling when it decided to dismiss the petitions. In the case of Corpus Christi, the Commssion dismissed the petition without a hearing, it was pointed out.

An immediate stay is required, the uhf stations held, because they would lose their network affiliations as soon as the vhf permittees began operating and with no network they would lose national and local advertisers. This would force them off the air, they said.

Also questioned was the propriety of making vhf grants while the FCC was considering deintermixture as one of the facets of the current allocations proceeding.

"The vhf grants are contrary to law, logic and commonsense," J. Roger Wollenberg, attorney for the Evansville-Henderson-Louisville uhf stations declared in his argument. How can the FCC properly consider possible deintermixture if the Commission "prejudges" the issue by making the vhf grants, he asked?

The other side of the argument was made by FCC Assistant General Counsel Richard A. Solomon.

The court is being asked to impose a freeze on vhf grants, he stated. That is an FCC decison, not the court's, he emphasized. The grants are in accordance with existing tv rules, Mr. Solomon declared, and can be changed later if the Commission so decides.

Vhf is necessary for wide area coverage, as a service to underserved areas not reached properly by uhf, the FCC counsel said. He also chided the uhf appellants for trying to prevent competition. "All the appellants want," Mr. Solomon said, "is protection [against vhf competition]."

There is no immediate injury on the horizon, he added. The vhf stations have told the FCC they would not begin operating until sometime between May and July, he said, and in any event all three cities are uhf-saturated markets—"99% converted."

The vhf grantees' position was most aptly summed up by Paul M. Segal, attorney for Corpus Christi's KRIS.

The uhf stations have no rights to intervene in the vhf cases, Mr. Segal said. Filing petitions for rule-making gives no right in adjudicatory cases, he declared. This was in answer to some uhf appeals to the FCC for the right to intervene in the vhf hearing cases.

In discussing the holdup of the KRIS grant for nine months during the hearings on deintermixture, Mr. Segal termed the FCC's action "dastardly."

Other attorneys who argued were: Paul Dobin, KVDO-TV Corpus Christi; Benito Gaguine, WKOW-TV and WMTV (TV) Madison; Vernon K. Wilkinson, WTVO (TV) Rockford; Arthur W. Scharfeld, WISC Madison, and Vincent A. Pepper, Evansville Tv Inc.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 12

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Knoxville, Tenn., ch. 10; Miami, Fla., ch. 7; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

AWAITING ORAL ARGUMENT: 11

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 4

Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Clovis, N. M., ch. 12; Elmira, N.Y., ch. 18; Mayaguez, P.R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11.

1955 Sylvania Award takes its place on the crowded WBZ-TV mantel

The major news awards keep pouring in at WBZ-TV. In 1954 it was the Radio-Television News Directors top TV award . . . early in 1955, the Headliners Medal for dramatic coverage of a spot news event.

Now it's the Sylvania Award for "local news and special events" for WBZ-TV to take its place on the WBZ-TV mantel with national awards in virtually all categories.

Small wonder! WBZ-TV News is provided by top-flight news editors, ace reporters and a network of 82 motion picture correspondents scattered throughout New England. And how New Englanders love their news . . . reported to them a dozen times each day on WBZ-TV.

Put this interest and prestige behind your product . . . in the nation's sixth largest market. Showcase your message with dynamic reporter Jack Chase and personable meteorologist Don Kent appearing regularly throughout the morning hours.

Award yourself greater sales through WBZ-TV news. Call Herb Massé, WBZ-TV Sales Manager, ALgonquin 4-5670 (Boston), or Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808.

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RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

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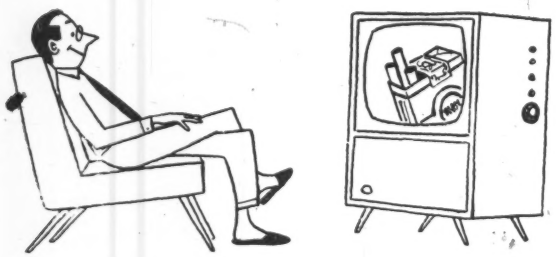
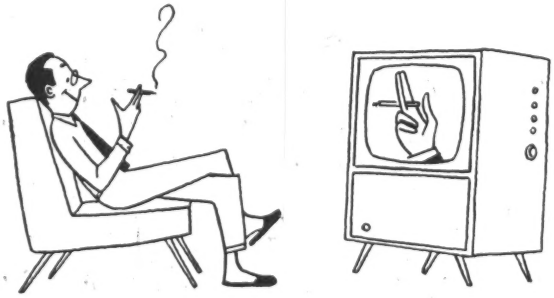
2,770,528 People,



495,000 TV Sets
(As of Oct. 1, '55)

in Kentucky and Indiana, VIA



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- *12 Leading General Magazines Combined!*
- *16 Leading Farm Magazines Combined!*
- *14 Leading Women's Magazines Combined!*
- *All Home and Fashion Magazines Combined!*

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Lee Breaks Stalemate, KFRE Gets Fresno Vhf

THE stymied Fresno ch. 12 case became unstuck last week when the FCC finally mustered a majority to grant the vhf channel to KFRE Fresno. The vote was four commissioners in favor of KFRE, one (FCC Chairman George C. McConnoughey) in favor of KARM Fresno, and two (Comrs. Rosel H. Hyde and Robert T. Bartley) maintaining no grant should be made.

For the last month, the KFRE grant was held up because there was no clearcut majority. The vote, it had been reported, stood at three commissioners in favor of KFRE, two in favor of KARM and two against making a grant to either one. Comr. Robert E. Lee changed his vote last week, permitting the grant to be made.

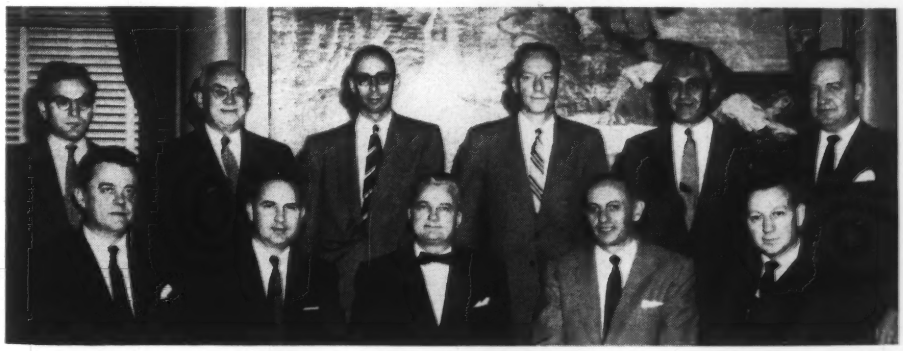
The Commission found that KFRE was to be preferred on the grounds of more civic participation by principals as well as greater integration of ownership and management. In deciding in favor of CBS-affiliated KFRE, the Commission reversed a November 1954 examiner's initial decision in favor of KARM.

Comr. Lee explained that he favored KARM, but thought both applicants would render a good service to Fresno. When the legal question of an FCC majority came up [CLOSED CIRCUIT, Dec. 12, 26, 1955], Comr. Lee said, he decided to cast his lot with majority in order to break the impasse.

Comrs. Hyde and Bartley maintained their position against making any grant in a uhf area until the allocations proceedings were over and a decision issued.

In a corollary decision, the Commission denied petitions by ch. 47 KJEO (TV) Fresno for a stay of the vhf grant or permission to intervene in the proceeding, and by ch. 32 KSAN-TV San Francisco to deny both vhf applications.

Meanwhile, KJEO filed an appeal in the U. S. Court of Appeals in Washington against the FCC's action last November in dismissing its petition for rule-making without a hearing. It did not ask for a stay.



THE FCC network investigating committee's special staff, headed by Dean Roscoe L. Barrow (seated, c) of the U. of Cincinnati Law School, poses for its first picture at New York's Waldorf-Astoria Hotel. L to r: seated, A. P. Bryant, FCC attorney; Dr. Louis H. Mayo, assistant dean, George Washington U. Law School, Washington, who is executive secretary of investigation staff; Dean Barrow; Hyman H. Goldin, chief, FCC Economics Div., Broadcast Bureau; Dr. Jesse Markham, associate professor of economics, Princeton U. Standing, Peter Gerlando, FCC economist; Harry J. Nichols, formerly with Mumm, Mulloy & Nichols advertising agency, Columbus, Ohio; Dr. Warren Baum, Rand Corp. economist; James B. Sheridan, FCC Economics Div.; E. R. Eadeh, who has headed client coverage departments at CBS, MBS, and ABC and most recently was director of research for DuMont Tv Network, who is serving on staff as industry consultant, and J. F. Tierney, attorney. One staff member was unable to be present at picture-taking: Dr. Charles H. Sandage, chairman of Advertising Dept., U. of Illinois.

FCC Proposes 'Translators,' Pint-Sized Tv Satellites

THERE's a new type of television service on the horizon. It's called a "translator."

A sort of junior-size satellite, the translator method of bringing tv service to isolated areas was proposed by the FCC last week as a supplemental type of uhf station.

The Commission asked for comments on the proposal by March 5.

In essence, a translator is proposed as a low power satellite which picks up a radiated signal from a regular tv service, amplifies it and rebroadcasts it on uhf frequencies in the upper end of the uhf band (chs. 70-83).

The FCC's action comes three weeks after oral argument on the case of unlicensed Washington State boosters, which accomplish this same result [B•T, Dec. 26, 1955]. In those cases, unauthorized reradiators were established in central Washington to feed Spokane vhf signals to viewers who could not receive the signals directly. In the argument before the Commission representatives of the booster stations pleaded with the Commission to issue some sort of rule permitting this type of subsidiary service.

Authorization of the translator type service also looms as direct competition to the more than 300 community television systems. In this latter, communities at a distance from tv stations, or where tv signals are received with difficulty, are fed video programs by way of a high-gain, directional receiving antenna with the programs being fed to subscribers via coaxial cable. Charges for this type of service are $150-$175 for installation plus $2-$3 per month.

The Commission's proposals contemplate authorizing translators as low powered stations (up to 10 w maximum output). They would have to meet present separation factors and give no interference to existing tv assignments or other translators.

The proposal also provides that the translators may be operated with restricted radio operators (the lowest operator's license) and with remote control. Equipment, however, must be type-approved by the FCC, it is contemplated.

The Commission said it envisaged no geographical restrictions on where translators may be established. It also said it proposed no restrictions on ownership—multiple or overlap notwithstanding. No frequency monitors or other measuring instruments would be required, the FCC said. Nor would there be any specific times of operation. Station identification would be permitted through a keying device which would make the transmitter identifiable to FCC monitors. Directional patterns would be permitted, the Commission said. Only a token log would be required.

Rebroadcast rules would apply, the Commission said.

It was felt that such stations could be established at a cost of about $1,000 for equipment, the Commission said.

The FCC warned that translators should not be confused with booster stations—proposed to be established in another rule-making proceeding.

Court of Appeals Retains Stay on Pittsburgh Grant

THE LID was really clamped down on WWSW Inc., holder of a new tv station grant for Pittsburgh's ch. 11, when the U. S. Court of Appeals in Washington last week amended its stay order of last October to retain it in effect until the FCC issues its decision on the pending hearing and until the court officially dissolves the stay.

The stay was secured by ch. 16 WENS (TV) Pittsburgh several months ago [B•T, Oct. 31, 1955]. At that time, the court ordered the stay effective until the Commission acted on a WENS petition for reconsideration on the Pittsburgh ch. 11 grant to WWSW Inc. last summer, following a merger of the WWSW application and that of WJAS Pittsburgh for the same facility. When the Commission set WENS' request down for hearing, it informed the court that it considered the stay at an end. WENS objected, and last week's order amending the October stay order resulted.

The hearing on WENS' petition for reconsideration is scheduled to begin Jan. 18. Issues involve financial qualifications, overlap and the question whether WWSW ownership has been changed.

Tv Grant to WSAV Savannah Upheld by Court of Appeals

GRANT of Savannah ch. 3 to WSAV, that city, a year ago, was upheld unanimously by the U. S. Court of Appeals in Washington last week.

The court held that the FCC's grant—which was conditioned on WSAV not using some steel sleeves it had built onto steel columns on the roof of the Liberty National Bank Bldg. in Savannah—was legal. The appeal had been taken by WJIV-TV Inc., the unsuccessful applicant for that facility. It urged that the provision of the Communications Act forbidding the grant of a station to an applicant who began construction before a permit had been granted was mandatory.

WSAV-TV is scheduled to begin operating next month.

Regionals, Clears Oppose Fixed Hours for Daytimers

FIRST formal opposition was filed with the FCC last week against a Daytime Broadcasters Assn. petition which asked the Commission to authorize fixed hours for daytime station operation [B•T, Dec. 12, 1955]. The opposition came from 11 regional and clear-channel stations which filed a joint petition asking the FCC to dismiss the DBA request.

The daytime stations have asked for FCC authority to operate from 5 a.m. (or local sun-

rise, whichever is earlier) to 7 p.m. (or local sunset, whichever is later) instead of present variable sign-on, sign-off hours which are dictated by sunrise to sunset requirements. The sunrise-sunset rule is designed to prevent interference from daytimers to dominant clear-channel stations on their frequencies.

The 11 stations opposing DBA's request were: WCKY Cincinnati; KSTP St. Paul, Minn.; KOMA Oklahoma City, Okla.; KTBS Shreveport, La.; WBEN Buffalo; WAWZ Zarephath, N. J.; KGER Long Beach, Calif.; WVET Rochester, N. Y.; KSVP Artesia, N. M.; KFXD Nampa, Idaho, and WSMB New Orleans.

The protesting stations charged that the DBA petition was devoid of engineering support and necessary technical data pertaining to its proposal. The stations further claimed that the DBA request constitutes a late filing in both the daytime skywave and clear channel proceedings.

As to DBA's contention that failure to grant its proposal would result in discrimination against daytime-only stations, the protestants said the daytimers applied for and accepted their grants with full knowledge of service limitations and possibilities as a business venture.

13 Ownership Changes Approved by Commission

THIRTEEN ownership changes were approved by the FCC last week with over $5 million changing hands in the four biggest transactions.

Triangle Publications Inc. was granted permission to buy WFBG-AM-TV Altoona, Pa., from Lebanon Broadcasting Co., for $3.5 million [AT DEADLINE, Nov. 2, 1955]. Triangle owns WFIL-AM-FM-TV Philadelphia, WNBF-AM-TV Binghamton, N. Y., WLBR-TV Lebanon, Pa., and 50% of WHGB Harrisburg, Pa., and issues, among other publications, the *Philadelphia Inquirer*.

Also approved were the sales of KWFT-TV Wichita Falls, Tex., by Rowley-Brown Broadcasting Co., to KSYD Television Co., for $750,000 and of KWFT by Rowley-Brown, to Kenyon Brown, former 50% owner, for $75,000 [AT DEADLINE, Dec. 5, 1955]. The new KWFT-TV owners own KSYD Wichita Falls. Besides KWFT, Mr. Brown is 33% owner of KGLC Miami, Okla., 49% owner of KBYE Oklahoma City, 33.3% owner of KFEQ-AM-TV St. Joseph, Mo., and 50% owner of the firm seeking FCC approval for a change in ownership of KANS Wichita, Kan.

In Honolulu, KULA-AM-TV was purchased from Pacific Frontier Broadcasting Co., by Television Corp. of America Ltd. for a total consideration of $600,825 [AT DEADLINE, Dec. 5, 1955]. Principals include: President Richard C. Simonton (25%), 36.6% owner of KRKD-AM-FM Los Angeles; Exec. Vice Pres. Jack A. Burnett (25%), 10% owner of Pacific Frontier; Secy.-Treas. Arthur B. Hogan (25%), KRKD-AM-FM president, and Albert Zugsmith (25%), movie producer and media broker. The Albert Zugsmith Corp., owned by Messrs. Hogan and Zugsmith, is 36.6% owner of KRKD-AM-FM.

King Broadcasting Co., which before the present action was 40% owner of KGW Portland, Ore., was granted permission to acquire an additional 20% for $175,000 [B•T, Dec. 19, 1955]. King already owned 60% of KTLV (TV) Portland, which will be merged with KGW. King is the licensee of KING-AM-FM-TV Seattle, Wash.

For other ownership changes see FOR THE RECORD, beginning on page 96.

THREE REASSIGNED AT STORER STATIONS

Haid, Bailey and Baxter changed in move prompted by separation of radio and tv operations in Toledo and vacancy at Birmingham.

CHANGES involving management of three Storer Broadcasting Co. stations—WSPD-AM-TV Toledo, Ohio, and WBRC Birmingham, Ala.—were announced last week by Stanton P. Kettler, Storer vice president in charge of operations. The realignment was necessitated by the separation of radio and tv operations in Toledo.

MR. HAID

Allen L. (Dutch) Haid, vice president and managing director of WSPD-AM-TV, has been appointed vice president and managing director of WSPD-TV, Storer's first tv station.

James E. Bailey, vice president and managing director of WBRC, moves to WSPD as vice president and managing director.

Lionel Baxter, WBRC sales manager, has been promoted to managing director.

Mr. Haid entered the broadcasting field in 1926, joined Storer at WWVA Wheeling, W. Va., in 1937 and has been with WSPD-AM-TV since late 1951.

Mr. Bailey has been with Storer since 1943.

In 1953, when he was managing director WAGA Atlanta, he was named to head radio division of the then newly-acqu WBRC-AM-TV.

Mr. Baxter, then vice president and ge

MR. BAXTER

MR. BAILEY

manager of WSFA-AM-TV Montgomery, Al joined WBRC in 1955 as sales manager. He h been in radio since 1934.

Barron Howard Named To Manage WRVA-TV

BARRON HOWARD, business manager of WRVA Richmond, Va., has been named a vice president and general manager of WRVA-TV, ch. 12 permittee which expects to go on the air in April, it was announced last week by C. T. Lucy, president of Richmond Television Corp.

MR. HOWARD

Mr. Lucy also named Samuel S. Carey program director of the new tv station; James D. Clark Jr., sales manager, and Sanford Terry Jr. chief engineer.

In addition, Mr. Lucy, as vice president in charge of radio and tv for Larus and Brother Inc., which owns and operates WRVA and owns 60% of the television corporation, appointed new executives for the radio station. John B. Tansey, assistant program manager, was made general manager; William R. Preston, former production manager, becomes assistant general manager, a newly-created position, and Raymond L. Kennedy will succeed Samuel S. Carey as program manager.

Harold Barre will become sales manager; Harold Phillips, former production supervisor, will become production manager, and Rudolph Raabe will be new chief engineer, succeeding David C. Woods, general engineer for WRVA and WRVA-TV. G. W. Garthright will succeed Mr. Raabe as control room chief.

Cameras, Mikes Cover W. Va. Legislature

WSAZ-AM-TV feeds one-hour pickup to four tv and seven radio stations. Legislators comment on lack of noise and disturbance.

OPENING joint session of the West Virgin Legislature was covered live by radio and t Wednesday when WSAZ-AM-TV Huntingto fed a pickup to four tv and seven radio station

First official action of the House was intro duction of a resolution by Majority Leade Martin C. Bowles. Approved unanimously, i commended WSAZ Inc. for "its pioneerin achievement in bringing the public this his toric simulcast" and "notable contribution t freedom of information." Two bills and number of other resolutions were passed durin the simulcast.

Nick Basso, WSAZ-AM-TV director of new and public relations, was commentator on th hour-long pickup. Other stations were WOAY-TV Oak Hill; WHIS-TV Bluefield; WTAP-TV Parkersburg; WHTN-TV Huntington. Radio stations were WGKV Charleston; WWVA Wheeling; WHIS Bluefield; WHTN Huntington; WLOG Logan; WAJR Morgantown and WHAR Clarksburg. The program was offered by WSAZ Inc. through the Freedom of Information Committee of the West Virginia Broadcasters Assn.

Leading legislators commented on the lack of noise or disturbance during the coverage. Lawrence H. Rogers II, WSAZ Inc. vice president and general manager, voiced appreciation for the legislators' cooperation and the help of Gov. William C. Marland.

Text of the House resolution follows:

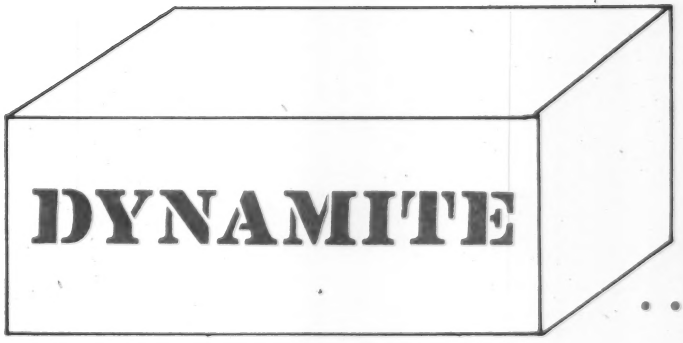
"Whereas it is deemed desirable and appropriate for the people of West Virginia to be advised instantaneously of the actions and decisions of the West Virginia Legislature,

"Whereas through the electronic marvels of sound and pictures through the air, it is now a physical possibility for the people of West Virginia to be so informed,

"Whereas television station WSAZ-TV, established in Huntington with affiliated facilities in Charleston, is the first such station to undertake the task of televising the actions and decisions of this body at considerable expense in the time and talents of numerous of its staf

NTA's

T-N-T IT'S



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- Guest Wife
- It's In The Bag
- Pardon My Sarong
- Stranger On The Prowl
- The Boys From Syracuse
- Butch Minds The Baby
- Tight Shoes
- Court Martial
- Conquest Of Everest
- Not For Each Other
- Heidi
- The Well
- Last Chance
- See My Lawyer
- Crazy House

and 14 more famous films

Bursting WITH

Top Name Talent

- Jack Benny
- Martha Raye
- Abbott & Costello
- Claudette Colbert
- Maureen O'Hara
- Farley Granger
- Dana Andrews
- Broderick Crawford
- David Niven
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- Anne Baxter
- Olsen & Johnson
- Don Ameche
- Adolph Menjou
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- Rita Hayworth

and many more leading stars

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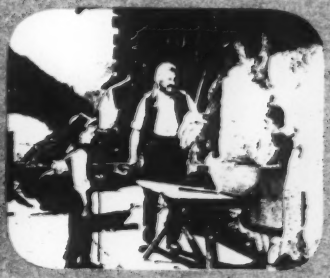
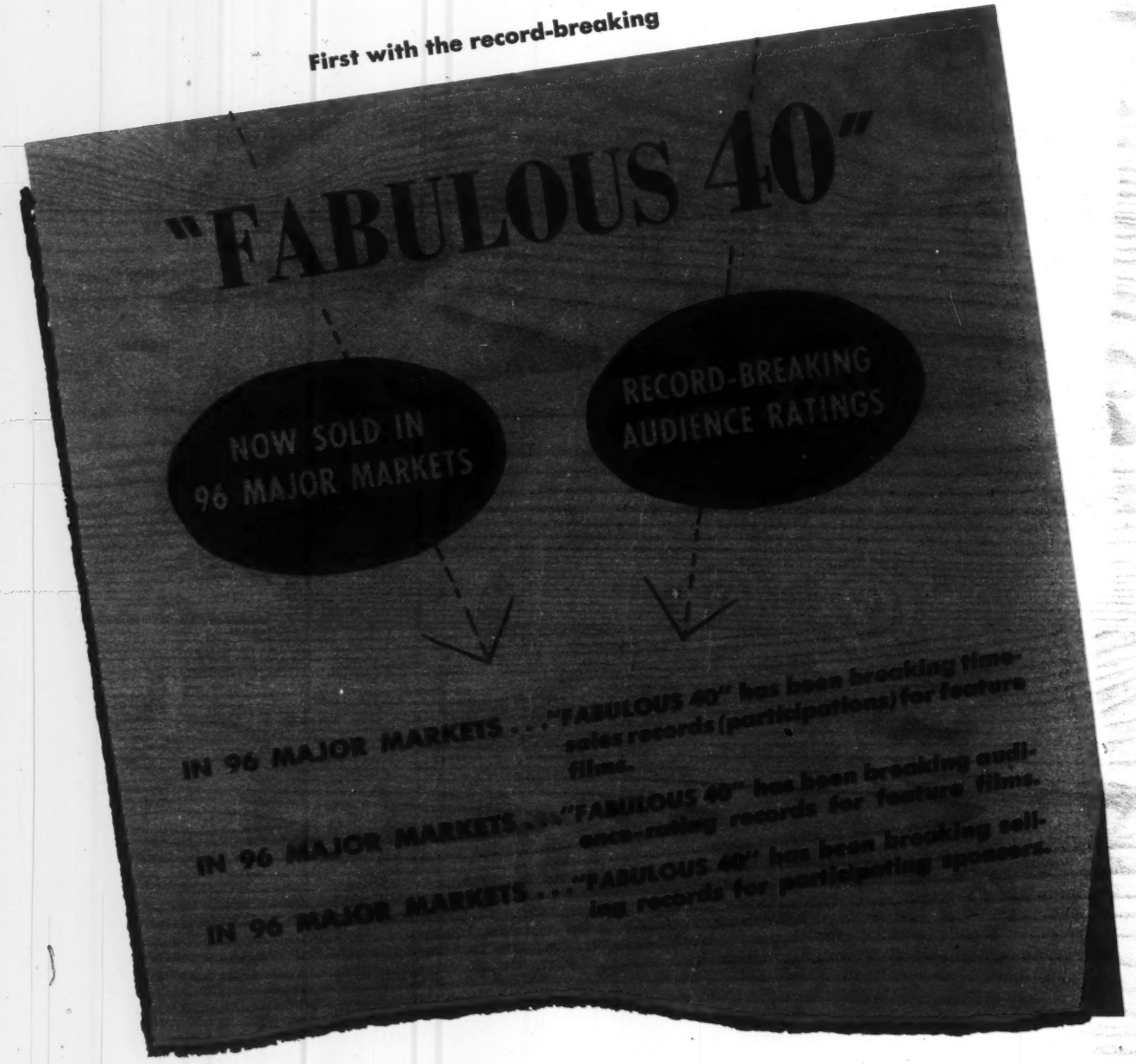
I'll Be Seeing You
Notorious
The Paradine Case
Bill Of Divorcement
Portrait of Jennie
The Farmer's Daughter
Intermezzo
The Spiral Staircase
Garden Of Allah

NEW THIRTY



60 West 55th Street, New York, N. Y. Plaza 7-2100

NTA ...first with the finest in FEATURE FILM Television Entertainment!


First with the record-breaking
"FABULOUS 40"
NOW SOLD IN 96 MAJOR MARKETS
RECORD-BREAKING AUDIENCE RATINGS
IN 96 MAJOR MARKETS . . . "FABULOUS 40" has been breaking time-sales records (participations) for feature films.
IN 96 MAJOR MARKETS . . . "FABULOUS 40" has been breaking audience-rating records for feature films.
IN 96 MAJOR MARKETS . . . "FABULOUS 40" has been breaking selling records for participating sponsors.

FOR SALES DYNAMITE . . . LOOK TO NTA . . .
FIRST IN TOP-QUALITY, FULL-LENGTH FEATURE FILMS!

For details, audition prints and prices . . . CALL-WRITE-WIRE, TODAY!

HAROLD GOLDMAN, V.P. CHARGE OF SALES

NTA

National Telefilm Associates, INC.
60 West 55th Street, New York, N. Y. · PLaza 7-2100

CHICAGO, ILLINOIS
612 N. Michigan Avenue
Phone: Michigan 2-5561

HOLLYWOOD, CALIFORNIA
8721 Sunset Blvd.
Phone: Crestview 1-1191

MONTREAL, CANADA
1434 St. Catherine St.
Phone: University 6-9495

MEMPHIS, TENNESSEE
2605 Starick Building
Phone: Jackson 6-1565

BOSTON, MASS.
Statler Hotel Office Building
Phone: Liberty 2-9633

MINNEAPOLIS, MINNESOTA
1109 Currie Avenue
Phone: Llarish 7813

and the installation of considerable equipment and facilities, first through the medium of news film in 1953, and subsequently through succeeding sessions to this historic day,

"Whereas said station WSAZ-TV has arranged for radio and television stations throughout West Virginia to be able to recreate the broadcast and telecast of this joint gathering of the Senate and House of the address by the Governor, Hon. William C. Marland,

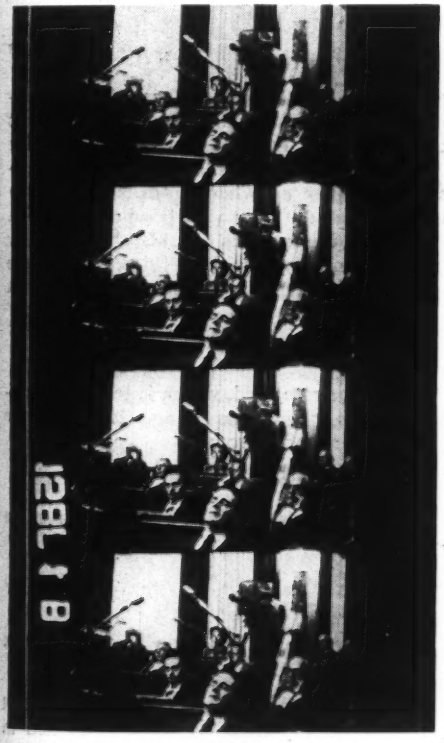
"Now therefore be it resolved that television station WSAZ-TV be commended for its notable contribution to freedom of information and that such commendation be entered into the official records of this occasion."

Mr. Rogers said, "We are grateful to House Speaker Flannery and Senate President Bean and their Rules Committees, and of course Gov. Marland, for the opportunity to prove beyond question the unobtrusiveness of live television cameras and radio microphones in bringing the events and activities of government to the people of West Virginia.

"We are particularly pleased that the House of Delegates unanimously adopted its resolution of commendation to WSAZ-TV, which we shall consider a tribute to all the broadcasting industry in general and the signal of a new era of equal access to public deliberations by all media of information.

"The Rules Committees of the West Virginia Legislature are deserving of the highest praise for their leadership in recognizing the right of the public to be fully informed of great events through the unique and unerring on-the-spot techniques of radio and television. It is our hope that the success of this project will establish a precedent paving the way for wider acceptance of electronic coverage of all legislative bodies in action."

The event was described by WSAZ as probably the first live telecast in the nation of an elective legislative body in law-making procedures.



HISTORIC coverage of West Virginia Legislature's opening session was fed to radio and tv stations by WSAZ-AM-TV Huntington. Two-camera chain was used.

NBC Managers Meet Today in New York

TWO-DAY annual meeting of managers of radio and television stations owned by NBC will open in New York today (Monday) with discussions to be centered around color television, 1956 budget goals, new merchandising plans, the leadership contest which was held during the last half of 1955 and a review of performance in the past year.

The closed meeting at the Plaza Hotel will hear a report by Charles R. Denny, vice president of NBC owned stations and NBC Spot Sales, placing the increase in local radio sales of the owned outlets at 19.5% and local tv sales at 19.1%, as compared with 1954. Mr. Denny will report that national sales spot business during 1955 was 11% over 1954.

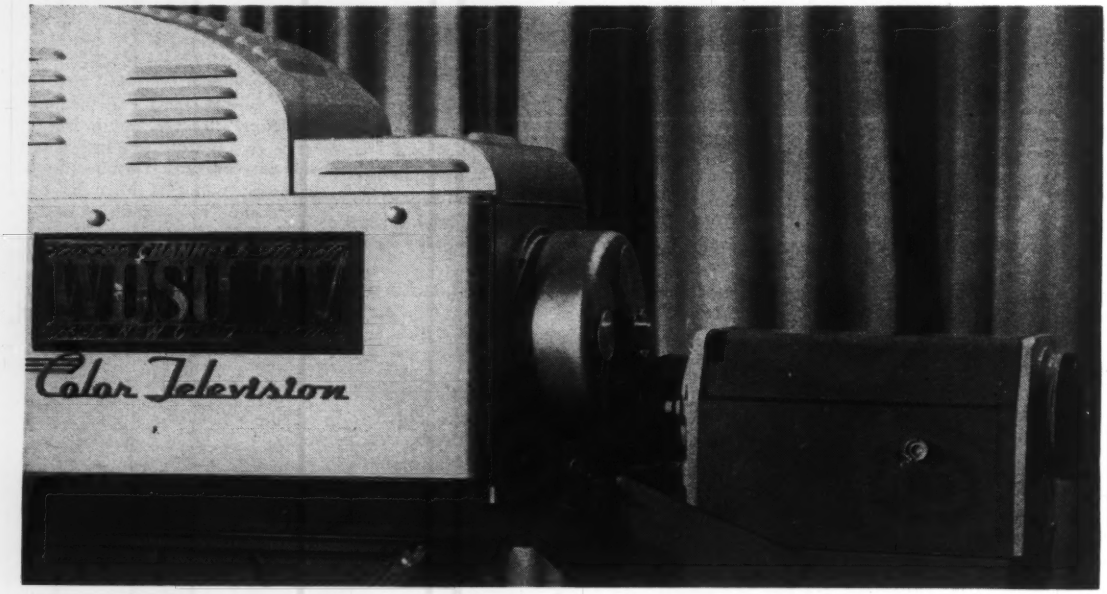
Attending the meetings from the stations will be: WRCA-AM-TV New York—Hamilton Shea, vice president-general manager, and William N. Davidson, assistant general manager; WRC-AM-TV Washington—Carleton Smith, vice president, and Joseph Goodfellow, director of sales; WTAM-WNBK (TV) Cleveland—Lloyd Yoder general manager; WMAQ-WNBQ (TV) Chicago—Jules Herbuveaux, vice president-general manager, and Henry Sjogren, assistant manager; KRCA Los Angeles—Thomas McCray, general manager; KNBC San Francisco—William K. McDaniel, general manager, sales manager, and WBUF-TV Buffalo—Charles C. Bevis Jr., general manager.

NBC personnel who will attend the meeting are Thomas B. McFadden, vice president of NBC Spot Sales; John H. Reber, director, television spot sales; H. W. Shepard, director, radio spot sales; Richard H. Close, national manager for represented stations; Morton Gaffin, manager, new business and promotion; Charles H. Colledge, director, engineering and operations; Jerry A. Danzig, director of program planning and development; Thomas S. O'Brien, divisional business manager; Max E. Buck, director of advertising, merchandising and promotion; Don Bishop, director of publicity, and Nicholas Gordon, rate and pricing analyst.

Founders Corp. Purchases WFBL for $227,500

SALE of WFBL Syracuse, N. Y., (5 kw on 1390 kc) by Oscar F. Soule and associates to Founders Corp. for $227,500 [CLOSED CIRCUIT, Dec. 26, 1955], was announced last week. Founders Corp., a subsidiary of Tele-Trip Co., owns KPOA Honolulu, WTAC Flint, Mich., and has a 50% interest in ch. 2 KTVR (TV) Denver. John M. Shaheen is president of Founders Corp. The transaction was handled by Hugh MacBride, radio and tv station broker, and is subject to FCC approval.

Charles F. Phillips, general manager of the 33-year-old station, will be retained by the new owners, the announcement said. WFBL is affiliated with CBS, but is due to join ABC this spring. Present WFBL stockholders sold their shares to Howson Realty Corp. (headed by New York investment broker Howard Jackson). The Howson firm in turn sold the radio properties to Founders Corp.



THE PLUNGE INTO COLOR, AS MADE BY WDSU-TV

THE PHILOSOPHY with which WDSU-TV New Orleans approached colorcasting, the problems station personnel encountered in producing local live color programs, the methods they used to solve them, the manner in which they have educated the advertisers and advertising agencies of the New Orleans area in the use of color and the way in which the station's first color rate card was evolved are set forth in the following transcript of a B•T recorded interview with Edgar B. Stern Jr., president; Robert D. Swezey, executive vice president, and the operating color staff of WDSU-TV.

Q: You've put a lot of money into color development work at WDSU-TV, haven't you? When do you expect to start getting it back?

A: Yes, we will have about half a million dollars invested in color before we're through, counting the new building, which we certainly wouldn't have needed if it hadn't been for color. And we've started getting it back already, in a small way, since Maison Blanche [New Orleans department store] began using color tv as part of its Christmas advertising. We're producing the store's five-minute Thursday evening *Mr. Bingle* program in color in our color studio.

Q: Then you are making an extra charge for color, even with the limited number of color receivers around?

A: Yes. Our philosophy is that a color program is something special, something extra and if an advertiser wants us to broadcast his show in color he should be willing to pay a premium for it. Eventually, of course, circulation will determine the cost of color tv, as it does of all advertising media. But even from the start, when most people will see the program and the commercial in black-and-white, we feel we're entitled to some extra charge—even the very little one we are making—for color.

Q: So you expect to get back your extra costs of color plus a little profit, do you?

A: Yes. We're certainly entitled to get our costs back and I think we deserve a little profit as well. Now I want to make a distinction between the sale of time and the sale of production facilities. It is a simple matter to ascertain costs of special sets, graphic arts and other materials required in producing a color program. We want to get our cost back, plus a small profit to take care of part of our overhead.

Q: That's production. What about time charges?

A: We plan to make an additional charge for time for color telecasting. You notice that in all other media the advertisers for years have been paying special extra rates for color. I don't think those rates necessarily tie in completely with the additional costs of supplying color. For example, they run anywhere from 25% to 50% just to have color in newspapers, and it's not very good color at that. Now, I realize that it costs these other media considerably more for color, just as it will us. But I think it's a special service, so desirable to the advertiser that it should warrant an extra charge without regard to our immediate cost to produce it.

Q: Just how much extra are you charging for color?

A: Our present, and first, color rate card, which is tentative, provides for a 50% increase in live studio charges and 10% increase above the normal time charge for monochrome.

Q: How did you prepare your color rate card?

A: On the basis of a cost accounting study we had made so we could find out how much more color actually costs us.

Q: Have you any other sponsors signed for color, in addition to Maison Blanche?

A: We have several prospects with Tip Top buying a spot schedule.

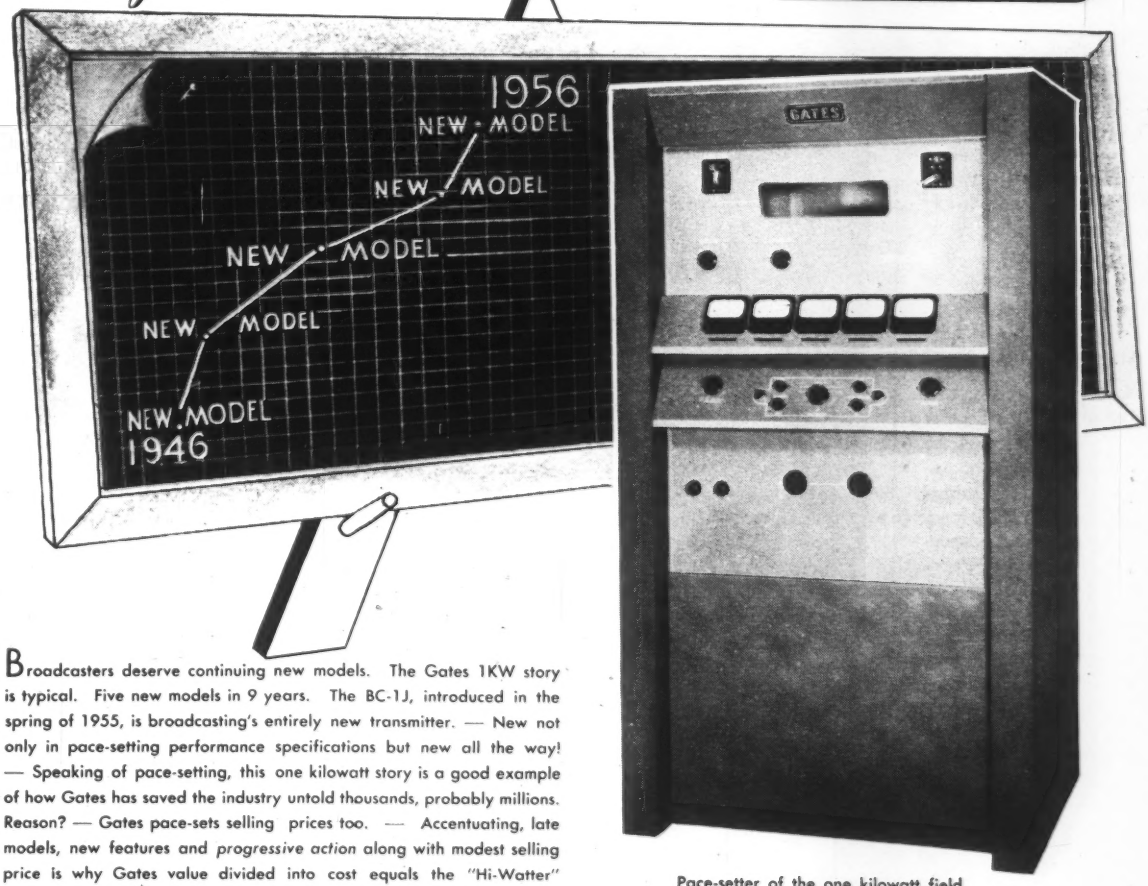
Q: With your first sponsor a department store, do you think that generally color is going to make stores more interested in television than they have been?

GATES GOES AHEAD

By . . .

Progressive Action

GATES Hi-WATTER SERIES
MORE WATTS PER DOLLAR INVESTMENT



Broadcasters deserve continuing new models. The Gates 1KW story is typical. Five new models in 9 years. The BC-1J, introduced in the spring of 1955, is broadcasting's entirely new transmitter. — New not only in pace-setting performance specifications but new all the way! — Speaking of pace-setting, this one kilowatt story is a good example of how Gates has saved the industry untold thousands, probably millions. Reason? — Gates pace-sets selling prices too. — Accentuating, late models, new features and *progressive action* along with modest selling price is why Gates value divided into cost equals the "Hi-Watter" trade-mark of "More watts per dollar invested".

Pace-setter of the one kilowatt field
———the Gates BC-1J "Hi-Watter"

GATES RADIO COMPANY, Quincy, Ill., U. S. A.

Manufacturing Engineers Since 1922

OFFICES — NEW YORK - WASHINGTON, D. C. - LOS ANGELES - HOUSTON - ATLANTA

A: Let me take you back to the early days with radio. You remember what a desperate disappointment the department stores were. There were very few markets where the department stores were really sold on radio. Our experience here with black-and-white television and department stores has been most encouraging. Our earliest tv sponsors were department stores—Holmes, Maison Blanche and Godchaux—and we've also had two or three furniture stores. They've been about our best tv customers. Now, judging from the reaction we've had in the closed circuit demonstrations, the local department stores realize the additional value of color.

Q: Judging by what they have said, do you think it's possible that other cities will get department store business as color is added?

A: I think it's not only possible but probable—particularly the larger stores around the country that are allied with buying groups who get together from time to time in New York or Chicago to discuss their advertising problems. I know that Maison Blanche is part of a large buying group. They have taken success stories on television back to the group, and I think that must eventually permeate the thinking all over the country. It's so easy to demonstrate the effectiveness of television — especially color television.

Q: Have any other New Orleans advertisers, aside from department stores, shown an interest in using color?

A: We're using our color clinics to stimulate their interest in color. We've already had several nibbles and I'm sure it won't be long before we have some promises.

Q: Have any of them seen any recent color programs?

A: Yes. From the very beginning we adapted our transmitter to take advantage of NBC spectaculars. Every time a spectacular was broadcast we ran a special session for a particular group of people. For example we would take one large agency and all of its clients and invite them to come. There might be as many as 150 people to view one color program. After we ran through the agencies, we took other groups in town, the educational groups and others we thought might be interested in the development of color.

Q: In addition to the network color programs, you've been showing what you are equipped to do locally, haven't you?

A: Yes, through our color clinics. These sessions are weekly affairs which we started last July. Usually we confine a clinic to one advertiser and show him, and his agency if he has one, how his products look on color tv, using film and slides as well as live telecasting.

Q: That sounds like sort of an elaborate presentation. Isn't it a lot of work?

A: Yes, but we think it's worth it. The way we handle it is to start with a meeting of our production people—usually a producer, director, scenic art director, graphic arts director and engineer—with the agency producer and his assistants to decide what products will be displayed and what sets and materials will be needed. Two days in advance of the clinic all props, sets, products and whatever else is needed are set up in the color studio. The day before the clinic is devoted to a rehearsal that runs all day, from 9 a.m. to 5 p.m. The morning of the clinic there's another rehearsal and that afternoon, usually from 1:30 to 3:30, the show goes on.

Q: Now I'm convinced it's a lot of work.

A: On the average, about 14 hours of preparation go into each clinic, 11 of them actual studio, on-camera rehearsal. The Maison Blanche clinic, which included demonstrations of paints, china, crystal, silver, copper, brass, wood, linens, dolls, men's and women's fashions, furniture, wallpaper and reproductions of actual store displays—just about everything that a store might want to show on tv—took up nearly 1,800 man-hours in preparation, rehearsal and presentation, according to Dave Cloud, producer.

Q: That clinic was apparently worth all the work, since it sold Maison Blanche on color tv. What about the others?

A: Well, it's true that they haven't produced any other orders—yet—but we still think they've been worthwhile. First, these weekly sessions have shown color tv and its uses to a lot of potential WDSU-TV clients. Second, they've been good client-agency relations for us by demonstrating that our policy of keeping them well informed of all new developments is not just a sales pitch but something we actually do as well as talk about.

Also, these clinic sessions have given the agency people as well as our own staff firsthand experience with color television techniques. In fact, our color studio has become a workshop training center for everyone who will be involved with the production of local color shows on WDSU-TV. So, from the standpoint of what the politicians call enlightened self-interest, we think the clinics have been worth all they have cost us.

Q: Can you point to any specific benefits you've derived from the clinics such as new techniques or ways of doing things?

A: Yes, indeed. As a matter of fact, from what we've learned during the clinics we've been able to set up several initial policies for our local colorcasts. First, we've learned that everything to be

B•T INTERVIEWS STERN, SWEZEY, STAFF

PARTICIPANTS in the New Orleans huddle: At right, President Edgar B. Stern Jr. and Exec. V.P. Robert D. Swezey. Below, B•T senior editor J. Frank Beatty with WDSU-TV staffers (l to r): (seated) Lindsey Riddle, Mr. Beatty, John Muller, Stan Rames, Tom Hicks, Judy Page, Bob Blanchard, Don Howell; (standing) Marion Annenberg, Lowell Otto, Eddie Tong, Mel Leavitt.

MR. STERN

MR. SWEZEY

You Might Score 40 Points in One Game—*

BUT . . . YOU NEED WKZO RADIO TO MAKE POINTS IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

STATIONS	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
B	18	17	16
C	10	12	11
D	10	9	7
E	8	7	8
OTHERS	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

WKZO — CBS for Kalamazoo-Battle Creek and greater Western Michigan—is one of America's most obvious radio buys.

New Pulse figures, left, prove it. WKZO leads in all 72 quarter hours—*gets more than TWICE as many listeners as the next station in 54 of the 72 quarter hours!*

Write direct or ask Avery-Knodel for rates and availabilities.

AM — TV — FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Ernie Nevers of the Chicago Cardinals set this N.F.L. record in a 1929 game against the Chicago Bears.*

used in a color program or commercial must be completely camera checked before the actual broadcast. You just can't assume in color that the subjects are all within the contrast range. They must be pretested *every time* for color and compatibility. Next, while it's obvious that color tv calls for more preparation and rehearsal time than black-and-white television, the clinics have given us a pretty good idea of how much more time will be needed for a particular program or commercial, which is very helpful in planning the time and money outlay in advance.

Q: Do you have any other general pointers which might be helpful to agency or station people just starting out with color tv?

A: Let's see. Well, we found that packages come through best when their colors are well defined and in large areas. Fine lines, dots and any small bits of color cause difficulty. Another thing about packages: flat ones are easier to light than round ones, and transparent packages, particularly bottles of liquids, are the most difficult of all. Take beer, regardless of how you light it it seems to pick up all the colors near it, even the flesh tones of the hand holding the bottle in the demonstration. When, during rehearsal, one of the models walked behind it, we discovered beer looked best with movement showing through and that's how we showed it.

Q: Are there any other special color techniques you've learned?

A: Chiefly that some colors are intrinsically harder to work with than others. White is probably the hardest to handle, but when we use it with light colored objects it comes through best. Yellow's another problem. We were trying to show a whipped margarine product whose yellow content is stressed in its advertising. But on camera the pale yellow looked white and the product more like cottage cheese than margarine, so we added coloring until it looked right on the screen. Once in a while such doctoring is necessary, particularly with foods, as all advertising photographers have long known, but we were somewhat surprised to find that we seldom had to make any changes in packages. Apparently if a package looks good on a store shelf it looks good on color tv.

Q: What companies have participated in your clinics?

A: The makers of every kind of product you can imagine, from neckties (Wembly Ties) to salad oil (Wesson Oil). There were Blue Plate Foods, Godchaux Sugar, Jackson Brewing Co., Fulton Bag, American Brewing Co., Louisiana State Rice, Dixie Brewing Co., Gold Seal Creamery, King Cotton Products, Brown's Velvet Dairy, Interstate Electric, Hibernia Homestead Assn., New Orleans Public Service, Luzianne Coffee, LuAnn Products, Maison Blanche.

Q: Let's backtrack for a minute. You've just signed your first color sponsor. How long was that after you'd started in color?

A: About 18 months. To go back to the beginning, we started picking up network color programs around the first of July, 1954. We converted the transmitter for color as soon as the telephone company could deliver a color picture to us from the network. By the time they were able to give us a color picture, we were able to transmit it and we've transmitted practically every color program that's come down to us since then.

Q: What about the local end?

A: As soon as we put on network programming, we started planning our local color operation. From the very beginning we realized color meant physical expansion. Just one color camera requires four racks of space.

Q: When did you get your first color camera?

A: A year ago. We assembled it immediately and then for a period of about six weeks turned it over to our engineers to allow them to become familiar with its operation. During this period we drafted final plans for the complete system and designed an entirely new control room for color as well as black-and-white. We also began negotiations for the purchase of an additional building directly adjoining our present studios for our color operation.

Q: Is this built differently from your other studios?

A: No, it's about the same, except we have much more air conditioning for it and larger power lines for lighting.

Q: Why?

A: Because it takes much more light for color than it does for black-and-white, three to four times as much. Light makes heat and so color takes much more air conditioning. We put in 30 tons of air conditioning equipment for this one 40 x 52-ft. color studio.

Q: When did you get into actual programming?

A: Before I answer any more specific questions, I think I had better give you our whole approach to color. We have some rather definite ideas concerning it. Our thinking differs from that of other stations. First of all, we built the color studio, a separate studio just for color, so we could devote time to color without interfering with our black-and-white schedule. I think this is a fairly important step in our overall development.

We also started out with the idea that we should do live color first to learn as much as possible about it. We realized you run into the real problems with live colorcasting. Film and slide were of secondary concern in providing complete color facilities. This is just the reverse procedure used by most of the stations. Our basic approach was not to program regularly, at least for the first six months, but to conduct a series of closed circuit clinics, bringing various agencies and clients into the station to show them color television as we have been discussing it here.

IT'S GOT TO BE BIG FOR COLOR

Q: When you were building this color studio you were still doing some research with the camera. Did you learn anything that changed your studio planning?

A: Only one thing. We wish we'd made the studio a little bigger. We're finding that color sets are much deeper.

Q: Is there a difference in perspective in color?

A: Well, for one thing we have only one camera and in order to make it versatile we use a Vari-Focal lens on it. At the greatest distance we have in the studio, we can cover only—at one shot—a space about 14 feet wide. In order to get a larger picture, or wider picture, we have to back out into the hall.

Q: In color, don't you have to put your set pieces further away from the background?

A: That's a primary problem in lighting a color set in order to pick up color on the backdrop. The backdrop has to be lighted to the proper degree for pickup, but because of that the subjects have to be moved forward far enough so that they too can be fully lighted and yet not cast a shadow on the backdrop.

Q: Could we take one particular program?

A: Let's start with *Magic Tree*, as long as that was our first one. It's a woods scene, a painted backdrop with several live pieces in front of it, and we brought in greenery and pine needles to cover the ground, etc. The show consists of a storyteller who tells a fairytale to six children, who sit around this one tree. The storyteller dresses in a costume of one of the characters in the story that she is relating. In this particular one she was a fairy, and her costume was an orchid red and she had wings that were transparent. It looked very good to the eye, but when we got her on camera her costume went blue.

Q: Why was that?

A: Well, it might have been the adjacency of the tree, the soft contrast furnished. That, incidentally, is one of our biggest prob-

Dynamic metals for a dynamic new world

At 60, Anaconda moves ahead with its first primary aluminum — with expanding copper operations in Montana and Chile — growing uranium oxide production — new fabricating plants

120,000,000 pounds of aluminum a year: On August 15, Anaconda Aluminum Company began to pour primary aluminum. Its modern new plant is now in full production — an important new source of the vital "white metal" to help meet growing needs.

More copper: Anaconda has greater copper ore reserves than at any time in its history. Intensive exploration and development have revealed large new deposits in Montana and in Chile.

Every bit as important are technological advancements in mining and metallurgy. Continuing experiences with methods of massive block-caving, open-pit mining, and ore beneficiation make possible economical production from low-grade ores. Expanding operations and new ore processing plants in both Montana and Chile are helping bring the supply of refined copper into balance with world requirements.

More nonferrous metal products: Anaconda Wire and Cable Company has seven mills manufacturing electrical wires and cables with copper and aluminum conductors. The American Brass Company has expanded to meet the growing new uses for copper and copper alloys, is building a new brass mill in Los Angeles and a new aluminum fabricating plant in Terre Haute, Ind.

More fuel for peaceful atom power: During 1955, additional facilities at Anaconda's uranium processing plant near Grants, N. M., went into action — making Anaconda probably the largest single producer of uranium concentrates in America. With large-scale production from its own uranium ore deposits, Anaconda is making every effort to help provide the raw material for tomorrow's manifold peacetime atomic progress.

Anaconda and its manufacturing companies are constantly seeking new and better ways of doing things with the world's most extensive line of nonferrous metals and mill products. The Anaconda Company, 25 Broadway, New York 4, N. Y.

55248A (Rev)

ANACONDA®

AT ANACONDA PROGRESS HAS A BROAD BASE

lems—contrast of colors. When you get two colors widely separated in a contrast range they have a tendency to throw each other off. More probably the material of the dress was responsible.

Q: Well, now, you had a red dress that came out blue. What did you do?

A: Nothing. You see, fortunately in this case, it really didn't make any difference whether it looked blue or red, just as long as it looked good. The audience at home doesn't know that this is supposed to be a red dress, so unless it has some real bearing on the story, you let it go. It isn't worth the problem of trying to correct it. Since that costume didn't bear on the story, we concentrated on getting natural flesh tones and let the costume fall to whatever color it wanted. People at home know flesh tones; that's their only standard.

Q: But suppose it was important to get that color?

A: Then we would have had to choose a material that would give a truer color. In other words, the absorption of the material, whether it would be cotton or wool, or whatever it would be, has a lot to do with it.

I think the whole thing is that the camera must be adjusted so that it reproduces flesh tones first. You don't adjust the camera for one color and then go over and and see if it works on flesh tones. You do it the other way.

Flesh tones must be correct. If you are selling a product, it must be accurately reproduced. It is of no particular consequence if the red dress comes out blue if the other factors are right.

Q: How do you go about planning a color show?

A: Like many local stations, we can go on the air and do black-and-white shows without too much rehearsal, particularly if the show is one of an established series. Color is entirely different. In our type of operation, you must plan and coordinate every element. One camera necessitates the use of a great deal of film, and color film takes a bit longer to develop than black-and-white. Therefore you have to shoot your film further ahead of time. Actually you should receive the film back in sufficient time to thoroughly check and reshoot if necessary.

This points out that the coordination between the person who takes the film and the engineering department, which will have to put it on in our color system, has to be close. I think that first and foremost the thing that we learned out of our first color shows was the fact that there has to be, even to a greater degree than in black-and-white, the closest kind of cooperation among the art department, the engineering department and the production people. It's absolutely essential.

Q: On the average, how many more man-hours does it take for a color program than a black-and-white program?

A: If we were doing a fairly standard show live daily, take for instance a kitchen show or a homemakers show in which the set is basically standard, and if we were given a certain period of time in which we learn what background and colors coordinate with what colors costumewise in the foreground, then I think that after a while the time involved for putting a color presentation of that sort on, compared to black-and-white, won't be too largely changed. At this stage, however, where we are learning what is good background in terms of foreground and costume and that kind of thing, it still takes much more time.

Q: You're talking in terms of a series now.

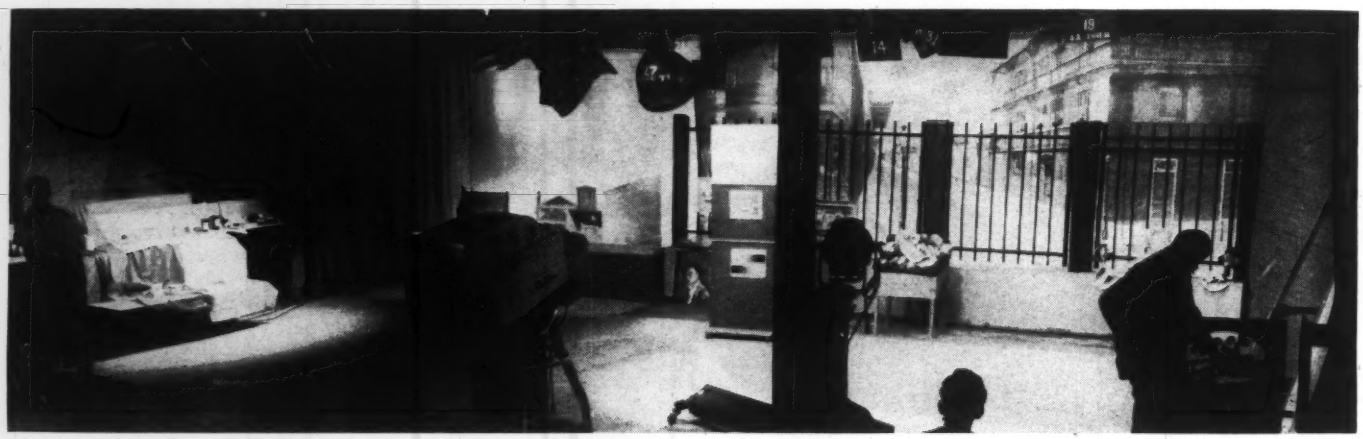
A: Well, that's most of the things we do. It's more practical, the operation of a series. But once they're launched, I don't think it'll take much more time. I think we put on the books 25% more, as just a rough . . .

Q: Twenty-five percent more of what?

A: Well, engineering, for example. Some of it will take much more, some perhaps not as much—but we expect a fourth more work or expense in engineering to put a show on in color.

Q: You mean for the production of the program?

WDSU-TV'S COLOR STUDIOS: HALF-MILLION DOLLAR INVESTMENT



A: Well, actually putting it on. In other words, it will take more engineers, the camera's on more, it costs more to operate the camera, it requires more lighting.

Q: To be specific, it takes how long to line up a black-and-white camera?

A: Twenty minutes to a half-hour.

Q: How long does it take for the color camera?

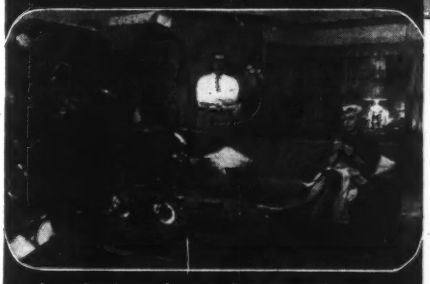
A: It ranges from two hours to two and a half hours, depending on conditions. Actually, you come in three hours before scheduled use of the camera to turn it on and allow it to warm up. An hour later you can start adjusting and then go through your rehearsal. Thirty minutes before airtime you must release the camera for final adjustments.

Q: Have station costs gone up much because you've been working color?

A: Well, you must have a studio. That is an expensive proposition, of course. Then there are equipment costs: the transmitting equipment; color cameras; extra engineering personnel on tap. I'm sure we have at least one or two extra people as a result of our color requirements.

Q: How are you going to get circulation for your colorcasts? Is anyone doing anything to sell color receivers?

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.

Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

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85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

A: One approach that we hope to take to try to sell color television sets—and that's going to be the big problem over the next year—is instead of doing so many things on the air, to do closed circuits to department stores. We want to do a show where we have a lot of color, maybe a ten-minute show, say the first ten minutes of every hour, and have sets throughout the stores, so that as many people in New Orleans can see color television as possible. One of the reasons we built the separate color studio was so we could do that sort of operation all day long, completely separate from our regular on-the-air performances.

Q: If the price of color sets comes down and circulation starts increasing within a year, do you figure you will be in color pretty deep?

A: Yes.

Q: Do you look for a good sale of color sets before the winter season is over?

A: Not unless there's a break in the price. I think that will have to come sooner or later, but I don't think it's going to come until more manufacturers become active in the field.

Q: From what you've been doing so far, you think you're pretty well ready for color?

A: Oh, yes. I think we have the foundation on which to build.

Q: And the departments are getting experience and you have the trained people in each department?

A: We might have to add some personnel, according to how far we get into this. For instance, we may need extra light people who work as light directors on shows. We probably will need more people in the graphic art department and the scenic design department. Administration and production-wise, from the standpoint of directors and similar personnel, I doubt that we will have to increase our staff much. We will interchange people in black-and-white and color operations as requirements demand.

Q: You have done a lot of pioneering in color. Have you any lessons from your experience that you might offer other stations?

A: I can tell them what we did, and what we didn't do. Instead of going just into slide and film, for example, we went into a live camera operation. We had two cameras ordered and I asked that only one be delivered because we wanted to see how effectively that one would operate before we started with two and we thought for our immediate small efforts that one would be sufficient. But I would rather have had the live camera than the slide and film equipment. I think it's terribly important for a station to train its personnel in color.

Color is inevitable. I have a feeling that in tv it isn't going to be like the use of color in motion pictures, which has been spotty. You and I would just about as soon go to a black-and-white picture, if the story was good and the talent was good, as to see a color picture. Color is not an essential in motion pictures even today. I think it will be an essential in television and I think packaging alone will determine that.

It won't be audience demand, probably, quite so much as client demand. The minute one national advertiser in the food business goes into color with his packaging and his programming, the others will almost have to follow. That's true of cigarettes, soaps, all national brands. The minute you get one into color, the second advertiser in the same field of equal strength isn't going to be happy to see a ghost of his product and his package while the other fellow is showing his in its true colors.

Once the price of sets goes down and a few leading advertisers in the various fields get into color, I think the rest will follow like sheep, and that's going to make your local programming look awful bad. If you have a lot of network color and it's interspersed with gray locally, it's not going to be a heads up operation. I'm perfectly confident that color is inevitable and I mean a full color and that we're not going to wind up with a patchwork business of part black-and-white and part color. It's going to be all color.

Q: You have spent a lot of money in your color development work. Will it be a long time before you recover it?

A: Including our new building, which we would not have required had it not been for color, we will have something like a half-million dollars invested in color before we're really equipped. It takes a long time to get a half-million dollars back.

MEMORANDUM ON COLOR

WBAL-TV Baltimore broadcast an entire month of its Monday-Friday 'Homemakers' program in color. When it was over, Director John Michael White wrote an intra-station memorandum describing this practical test of the new medium. It follows.

DOING *The Homemakers* in color is fun. This may not be the most practical aspect of our first month's programming, but it has resulted in a refreshed outlook of all concerned. The interest shown in the challenges inherent in colorcasting, and in surmounting these challenges, has been an important part of our color operation. In the last four weeks of daily colorcasting I feel we have learned more than in the previous months of occasional or one-shot color shows.

Although I cannot speak for the engineering department, the evidence is that the equipment has reached a status quo, and is able to maintain it. One equipment failure in 20 [see box] for a new operation seems to me an excellent record. (Remember, the second b-&-w show *could* have gone in color, had the director not cancelled it.)

Given the right conditions, the color achieved can be counted upon to be excellent, definitely up to, and in many instances exceeding, network results. The "color mixer," with which we turn b-&-w slides into color slides, is a great aid and is capable of very useful color effects.

Contrast is the bug-a-boo of colorcasting. The smallest "bright-white" object in a scene can cause us trouble, since a white object causes an intense video "spike." To darken the white object down to controllable limits, the rest of the picture must be darkened too, hence poor color. This is especially marked where flesh tones (faces, hands) are concerned. For ideal color television, all objects should be, although of different colors, of the same general tone and intensity. But what is ideal for color would turn a b-&-w screen into a confusing mass of similar shades of grey. So we come to our first problem, that of achieving enough contrast for black-and-white, while maintaining it within the limits of the color camera.

Allied with the problem of contrasts is the question of getting close enough to see the subject. In b-&-w tv the camera position can often overcome the contrast question. A camera shooting down and tight on a sizzling steak can show the steak in great detail, even if it is on an all-white or all-black platter. This shooting down-and-tight is beyond our present capabilities. With the Zoomar lens on the color camera, the camera remains about 15 ft. from the action; we find this an almost happy medium between wide shot and tight shot. "Almost happy" because we would often like to be either tighter or wider, but the zoom has its own limits within which we must work. This 15 ft. working distance also precludes shooting down—a definite hindrance in the

BOXSCORE: 20 SHOWS

Color: 18
B-&-W: 2*
* 1 equipment failure just before airtime
1 equipment failure repaired in time for show but director had set show for b-&-w, so cancelled color.

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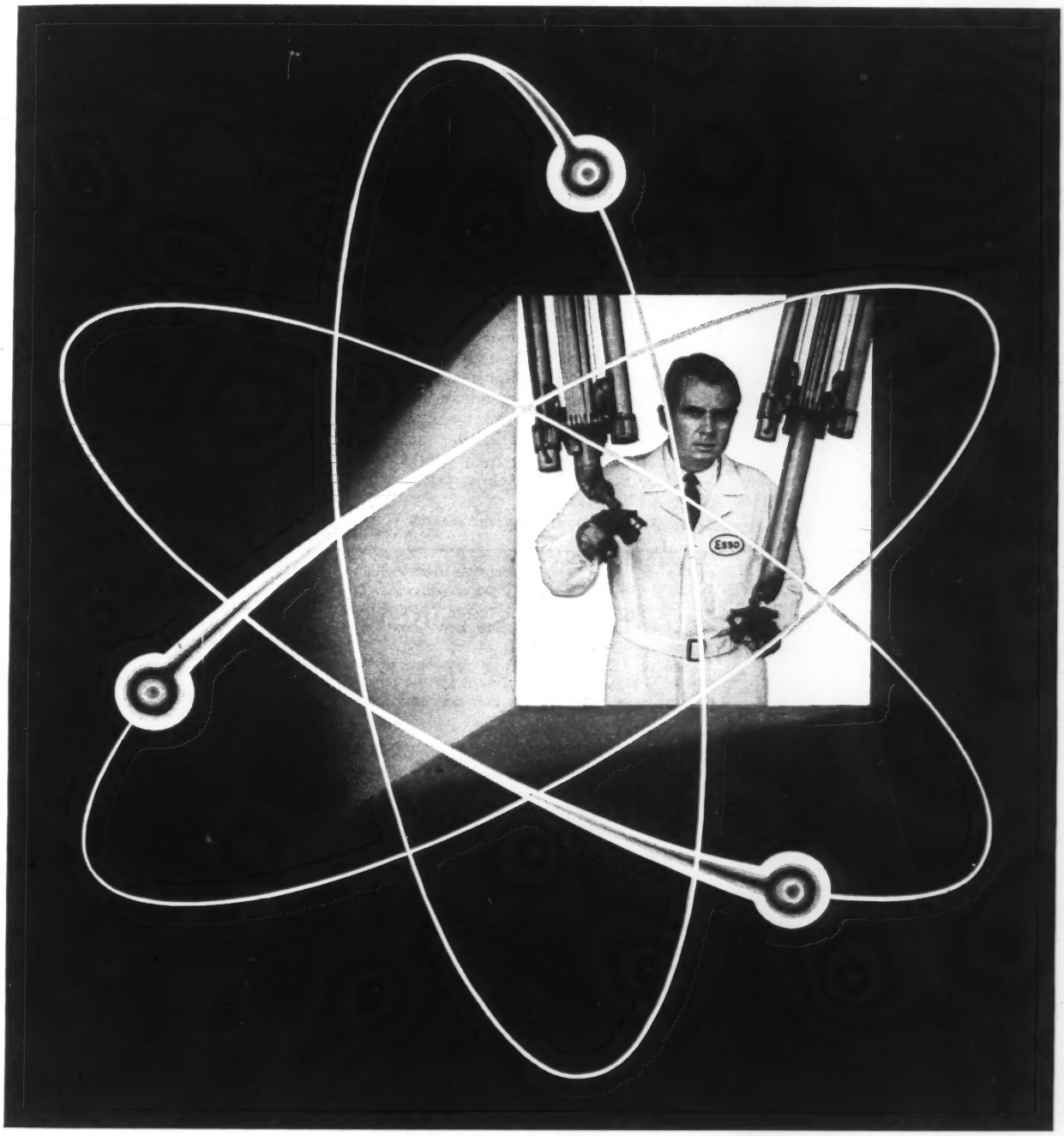
Oil and the atom . . . a new research team!



An atomic scientist, by remote control, maneuvers a piece of cobalt metal made more radioactive than all the radium ever refined. This powerful tool at Esso Research will dig out brand new secrets from petroleum. What secrets? No one knows for sure. But you can be sure of new benefits from oil. Yes, **ESSO RESEARCH** *works wonders with oil.*

ESSO

kitchen, since the side of a bowl is little or no indication of its contents.

If we call the position of the camera our second problem, the single fact of a single camera looms large as our third problem. Most of our thinking, picture-wise, at WBAL-TV involves two cameras, in other words, a wide shot and a tight shot, and selective cutting between them. With one camera the train of "video thought" must flow smoothly; while the zoom permits wide and tight shots, the transitions between them can be very disturbing if indiscriminately used. Zooming into a tight shot can be justified only if the shot is maintained for an appreciable time; thus, if a small object is to be shown it must be interesting enough to look at for at least 30 seconds, or else there should be accompanying articles to "pad" the shot. Likewise, limbo shots [those of an item shown by itself] must be set so only a small pan is needed to get from the personality to limbo and back. Going to black between shots is a last resort. The exigencies of space, time, and the necessity of having all elements of the show at exactly the same distance from the camera position (for purposes of focus) often present considerable difficulties, which we have so far been able to solve.

At last we come to the question of lighting, which I hesitate to call a problem, since I think it will be the key to more and better color. So far we have tried to confine the show to the lighting available, but recently we have been learning to utilize the light to better advantage. In the show of Dec. 1, 1955, we far exceeded the contrast range of anything we have yet done, up to and including a tight shot of a dark skillet on the white stove. It may not sound earth-shaking, but it is a milestone as far as our color operation is concerned.

To be extremely serious for a moment, an experienced lighting man on the show means an appreciable improvement in color. A set can be lit with a light meter and good color will result, but a man with experience can give you good color and good pictures of light and shade and substance that spell the difference between good and excellent color. Manpower is a problem, I know, but in all sincerity I feel that the addition of an experienced lighting man to the show would be the biggest single step forward in our color shows.

Speaking of manpower, the interest shown by all concerned has been a big factor in the success of the show. Lou Wagner [chief engineer], John Peters and Park Plowman [color engineers] have been most helpful in explaining the technical limits under which we must work, and Kenny Bareham on camera and Bill Merryman, the floor director, make a director almost superfluous while the show is in progress.

Mollie and Mary [Mollie Martin and Mary Landis, co-hostesses of the show] have been very good sports in this trial and error period. Adjusting one's camera technique must be hard, but they've both weathered the storm of suggestions and comments with flying colors. Pat Montfort, the associate producer, has done a yeoman job of coordination, and is always ready with an aspirin.

As I say, daily color is a lot of fun.

THE WBAL-TV color camera, manned by Kenny Bareham, trains on *Homemakers'* co-hostess Mary Landis during one of the Baltimore station's colorcasts of the program described by Director White's memorandum.

WVEC-TV Norfolk Uhf Sales Rise 32% in '55

THOMAS P. CHISMAN, president and general manager of WVEC-AM-TV Hampton (Norfolk), Va., announced last week that his uhf ch. 15 television station increased gross revenue by more than 32% in 1955 and not only operated "completely in the black" but also overcame a $118,000 deficit from 1954.

He also noted that WVEC-TV's contract as an NBC basic affiliate had been renewed through 1958 and said the station was making plans for "an improvement and expansion program" including the possibility of acquiring "additional media facilities in the area."

Outstanding factors in the station's "steady climb," his report said, were "the almost complete disappearance of the conversion problem" (a station spokesman estimated conversion at about 75%) and "the steadily rising volume of national advertisers" using the station. During the final quarter of 1955, Mr. Chisman said, WVEC-TV was carrying more than 40 national advertisers and received 100% renewal for 1956. He cited Pepsi-Cola specifically as one that "not only renewed for 52 weeks, but diverted funds from other media to increase the budget of WVEC-TV—an increase predicated on a great surge of Pepsi consumption in the area serviced by WVEC-TV."

Local advertising on the station in 1955 was up 60% from 1954, he reported.

WKRC-TV Names Goorian, Promotes George Rogers

WKRC-TV Cincinnati has added one administrative person and promoted another, according to David G. Taft, executive vice president-general manager.

Leonard P. Goorian was added to the staff of the ch. 12 outlet as executive producer and assistant to Paul Shumate, program director. He will be responsible for improving present program standards and creating new local programs.

George H. Rogers Jr., a member of the WKRC-TV program department for the past 18 months, was promoted to commercial production manager.

MR. GOORIAN MR. ROGERS

WBUF-TV Returns to Air After Move to New Home

WBUF-TV Buffalo, newly-acquired NBC uhf, returned to the air Monday after a week's shutdown that permitted a move of its broadcast equipment from its former location, where it shared space with WGR Inc., to a new home, a three-acre plot at 2077 Elmwood Ave., where temporary quarters have been erected. The station left the air at midnight, New Year's Eve. Engineers immediately began unbolting the transmitter (equipped for color during the move) and preparing other equipment for the shift-over. WBUF-TV went back on the air at 9:56 p.m. EST Monday, off schedule 3 hours and 54 minutes because of a freezing rain and sleet storm in the Buffalo area last week.

WFLY (FM) Institutes Multiplex Broadcasts

WFLY (FM) Troy, N. Y., claimed last week that it is the first fm station to multiplex its broadcasts. Multiplexing calls for the simultaneous transmission of two broadcasts on the same wavelength, a process that permits fm stations to increase revenue by selling a "pick-a-back" broadcast to commercial establishments using special receivers.

WFLY Manager Robert Goodrich reported that the station went "multiplex" last week on a "try-out basis" and plans to convince banks, factories and restaurants in the Troy-Schenectady-Albany area to install special multiplex receivers which are being demonstrated by the station's sales staff. Billing for background music programming will be on a monthly service-charge basis, since the multiplex broadcasts will be without commercials.

William S. Halstead, president of Multiplex Services Corp., New York, whose firm developed and supplied the multiplex equipment, reported that MSC had received orders from other U. S. fm stations. Multiplex transmitters for Mr. Halstead's firm are made by the Gates Radio Co., Quincy, Ill.; receivers by Browning Labs, Winchester, Mass.

Hildreth, Coleman Named

SHERMAN HILDRETH, WRCA-TV New York technical operations supervisor, and James V. Coleman, WRCA-TV technical director, have been appointed WRCA-AM-TV technical operations manager and WRCA-AM-TV technical operations supervisor, respectively, Arthur Hamilton, manager of production and business affairs for the stations, announced last week.

WBIR Appeals Ruling Of Internal Revenue

WHEN a radio stations spends almost $40,000 to compete in a hearing for a television station is that expense a normal business outlay, or is it a capital asset?

The answer to that question can mean a significant change in federal tax rates and will probably come from the U. S. Tax Court, which has received an appeal on this point from WBIR Knoxville, Tenn.

WBIR appealed an October 1955 Bureau of Internal Revenue ruling that this expense cannot be treated as "ordinary and necessary." The bureau said that WBIR would have to calculate its tv hearing outlay as capital, and also stated that there could be no writeoff of this amount since a tv license has no life span. Involved is approximately $15,500 in taxes for 1953-54.

The position of WBIR is that the expenses in connection with its battle for a tv station were "ordinary and necessary." A tv station is a requirement for a broadcaster in order to protect his am investment, the Knoxville ABC, 250 w affiliate declared in its appeal to the tax court.

Alternatively, WBIR stated, if the tv hearing expenses—including legal fees and the expense of bringing witnesses to Washington—must be considered a capital expenditure, then it should be permitted to depreciate this sum over the life of the license, three years. Tv station grants have that normal span for tax purposes, WBIR said, based on the license term.

WBIR holds an initial decision for Knoxville ch. 10. The hearing began in June 1953. Other applicants for the vhf facility are WNOX and Tennessee Television Inc. (Guilford Glazer and associates).

In a secondary plea, WBIR also asked the tax court to reverse the tax bureau's refusal to permit the Knoxville station to depreciate its fm equipment on a five-year basis. WBIR had been writing off the $16,000 fm equipment expense on a 10-year basis (similar to the rule on am), but in 1952-53 decided that this should be placed on a five-year term. This was on the judgment that fm broadcasting had become a loss operation. The amount involved is $6,500.

The appeal to the tax court was filed by WBIR's Washington attorneys, Dow, Lohnes & Albertson.

FINISHING TOUCHES to big bolts anchoring the 752-ft. transmitter tower of KOSA-TV Odessa, Tex., are put on by Cecil L. Trigg (l), president and general manager, and Paul Mowrey, New York television consultant. KOSA-TV, a CBS affiliate, began programming Jan. 1.

Advertisement

From where I sit
by Joe Marsh

They Sure "Got My Number"

This is to inform Baker Bros. Garage of Center City that they have got themselves a steady customer—any time I'm in their area.

It happened that their four "islands" were all being used when I stopped by last week for a car-wash and oil change. Didn't feel like waiting so I drove off and found me another gas station.

Somebody must have seen me leave, though, and took the trouble to get my license number—because the next day I received a note saying: "Sorry we were full when you called. See if we don't do better next time."

From where I sit, the man who deserves your patronage, and friendship, is the man who makes an effort to see things from your viewpoint. We all have our characteristics. Some people (like me) are always in a hurry, others are more easy-going—just as some people dote on buttermilk, while others prefer a quiet glass of beer. It pays to make a few allowances for the other fellow's likes and dislikes.

Joe Marsh

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A TALE OF 3 CITIES: RATING RHUBARBS

ON three widely-separated fronts last week, broadcasters were involved in disputes either with rating services' methods or tactics allegedly used by rival stations in using such measurements. The tiffs involved Milwaukee, Denver and Huntington, W. Va., outlets.

TWO MILWAUKEE BROADCASTERS BLAST 'RIGGED' PHONE SURVEYS

LETTERS deploring "rigged" telephone surveys of Milwaukee, Wis., radio listeners have been sent by two station officials in that city to advertising agencies and national survey firms, it was disclosed last week. One official said the matter would be brought to the attention of the Federal Trade Commission.

The letters were sent by Hugh K. Boice Jr., general manager of WEMP, and I. E. Showerman, manager of WISN-AM-TV following a meeting Jan. 5 of Milwaukee radio station representatives and executives of the city's Better Business Bureau [B•T, Jan. 9]. The meeting was held to discuss the need for a standard of practice to cover certain questionable on-the-air promotions that induce listeners to report themselves tuned in to a certain station.

Mr. Boice, in his letter to agencies, decries the recent use in Milwaukee "by some stations" of "gimmicks that completely distorted the national surveys . . . there is no place for the publication of a distorted survey and its careless and indiscriminate use as a sales tool."

He continues:

"In our efforts to clear the air—that is a survey of the air—we determined to use the technique of fighting 'fire with fire.' For the past three weeks we have been running the following chainbreaks similar to the type that distorted the most recent survey:

"' Win cash. : . . If you are listening to WEMP when you are called on the telephone or called on at home, you will win cash. . . . ' "

WEMP paid out "lots of cash and announced winners after each promotion announcement," Mr. Boice declares.

Results of the test by the station prove conclusively that surveys can be distorted, he concludes, citing figures to prove his point.

In his letter to Pulse, Hooper, ARB and Nielsen, WISN's Mr. Showerman says in part:

"There is little question that these giveaways have a bearing on the published results of surveys. Agencies which are buying time based upon misleading surveys believing they represent true audience popularity in Milwaukee are being misled.

"This results in time purchases on a group of bought-audience stations which, unless the agencies and advertisers are apprised of the true situation, can only result in ineffective use of client money.

"You can perform a real service to the broadcasting industry by withholding Milwaukee data based upon bought audiences."

Dempsey & Koplovitz, Washington, D. C., law firm for Hearst radio and tv interests, which include WISN-AM-TV, has been instructed to bring Mr. Showerman's letter to the attention of the Federal Trade Commission.

The controversy over telephone surveys originally was raised by the deputy district attorney's office in Milwaukee, according to Richard Jordan, general manager of the Milwaukee Better Business Bureau.

Mr. Jordan said that as a result of a Jan. 5 meeting between representatives of seven Milwaukee stations and BBB officials it was agreed that "those stations which are currently using promotions designed to induce members of the public to state they are listening to a particular radio station when actually they may not be listening to that station, will permanently discontinue such promotions as of midnight, Saturday, Jan. 7."

He added that the group agreed there was a need for a local code of advertising standards for Milwaukee radio broadcasters and that a luncheon meeting has been set for Jan. 23 to draw up such standards.

PULSE DOESN'T MAKE ALLOWANCE FOR EARLY SIGN-OFF—KOSI

A DISPUTE was in progress last week between KOSI Aurora (Denver), Colo., and The Pulse Inc. over the rating service's failure to "adjust" its Denver radio measurements to take into account the early sign-off of daytime stations, including KOSI.

David M. Segal, president of KOSI and also of KUDL Kansas City, wrote Dr. Sydney Roslow, director of The Pulse, charging, "ridiculous manipulation of figures" and asking "why, because a station goes off the air at 4:45 in the afternoon must its ratings be analyzed with stations that stay on through the day."

Mr. Segal, questioning the recall method of measurement, said that "for seven straight months, June through December 1955, KOSI . . . has been strong No. Three station in the morning, and fighting for the No. One and Two position in the afternoon via Hooper," and that "Hooper at least has the decency to adjust their ratings for early sign-off."

Dr. Roslow replied that he knew of no way to adjust figures "to give a station a rating when it is off the air." In fact, he said, any such "adjustment" would involve "manipulation." (C. E. Hooper Inc. officials said their "adjustment" was simple: "We compute a station's share for only the time it is on the air.")

Dr. Roslow said his original proposal to the Denver stations was to conduct a measurement like the one in Salt Lake City, and that the Salt Lake City report—also with "unadjusted" figures—had been available for inspection at the time.

ARB HUNTINGTON SURVEY CALLED UNFAIR BY WHTN-TV

WHTN-TV Huntington, W. Va., has prepared a brochure protesting an American Research Bureau survey made in the Huntington-Charleston area in November 1955, just one month after the station went on the air using a temporary transmitter.

The station claims the survey does not give a fair picture to prospective advertisers of the WHTN-TV audience because at the time the station was operating with 20 kw from an antenna mounted on top of a utility pole. Under these conditions the station's signal was not competitive in the area surveyed and ARB knew of the conditions, was thoroughly appraised of the situation, but would not agree to a suggested postponement of the study and did not offer any explanatory information, the station claims.

WHTN-TV, an ABC-TV affiliate on ch. 13, put its new tower and 316 kw transmitter into operation Dec. 24, 1955.

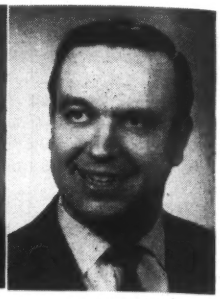
Griswold, Beavers Appointed At St. Joseph, Mo., Stations

GLENN GRISWOLD has been appointed general manager of KFEQ-AM-TV St. Joseph, Mo., it was announced last week by Kenyon Brown, president of the Midland Broadcasting Co., which assumed ownership last month.

One of Mr. Griswold's first actions in his new post was to name Wayne Beavers as commercial manager of KFEQ-TV.

Mr. Griswold was commercial manager of KFEQ from 1935 to 1953, when he assumed

MR. GRISWOLD



MR. BEAVERS

commercial managership of KFEQ-TV. He also served as assistant manager to Barton Pitts, previous owner of both properties.

Mr. Beavers has been with KFEQ-TV for two years as regional sales director.

REPRESENTATIVE PEOPLE

James L. Greenwald, advertising sales and promotion director, Product Promotions Assoc., N. Y., appointed to N. Y. radio sales staff of The Katz Agency Inc., N. Y.

Seymour H. Thomas, Chicago office of Venard, Rintoul & McConnell, station representatives, named manager of Chicago office of Joseph Hershey McGillvra Inc., representation firm. He was erroneously reported as becoming Chicago manager of Venard, Rintoul & McConnell in B•T Jan. 9. Mr. Thomas formerly was sales manager of WRRR Rockford, Ill.

STATION PEOPLE

Buddy E. Starcher, formerly with Interstate Television Inc., Hollywood, named manager of WMIE Miami, Fla.

MR. STARCHER

Robert E. Aiken, chief announcer, KCFM St. Louis, Mo., appointed general manager.

John N. Merrell, KWBB Wichita, Kan., to KFH Wichita, as sales manager.

Richard Pomeroy, WILS Lansing, Mich., to WHFB Benton Harbor, Mich., as promotion manager.

Louis C. Blizzard, manager, WHOS Decatur, Ala., to WMSL-AM-TV Decatur as commercial manager. He has been in radio since 1939.

MR. BLIZZARD

Charles S. Gerber, formerly account executive, WVNJ Newark, N. J., to WAAT Newark sales department.

Herbert J. Weber appointed to WJBK Detroit sales staff.

Len O'Connor, news reporter-commentator at NBC Central Div., is author of article, "The Young Criminals Talk to a Stranger," in current (January) issue of *Chicago* magazine. Article is based on his radio documentary series, *They Talked to a Stranger,* on WMAQ that city.

DEPT. STORE ADS SOUGHT BY NBC-TV

'Window,' new program concept for network owned stations, presented at dry goods dealers convention. Plan also will be offered to affiliates.

A NEW tv program concept for the use of department stores was announced Wednesday by NBC owned stations during a joint RCA-NBC tv presentation at a sales promotion session of the National Retail Dry Goods Assn. convention at the Hotel Statler, New York (see story, page 32). The program has been designated as "Window" and will be made available to advertisers Feb. 13 on NBC owned tv stations, according to Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales.

Mr. Denny said details of the plan would be made available to those stations his spot sales organization represents and to other NBC-affiliated stations.

The programs will be five minutes each and will be slotted in or adjacent to "high-rated, successful local and network shows." Arlene Francis, of NBC-TV's *Home*, who was m.c. for the demonstration colorcast, said during the closed circuit show that the program probably would be scheduled after *Today* and before both the *Home* and *Matinee Theatre* shows.

At the demonstration, rate cards for the "Window" shows—described as the first new type of program service of the tv industry "to help retail advertisers move merchandise at low sales-advertising cost ratios"—were distributed. The card provides rate information for WRCA-TV New York, WRC-TV Washington, WNBQ (TV) Chicago and KRCA (TV) Los Angeles. Rates on WPTZ (TV) Philadelphia, whose acquisition by NBC has been given FCC approval, will be announced later.

For participation in the program on WRCA-TV, the one-time weekly rate is given as $325 net commisionable and the five-time weekly rate as $1,300 net commissionable on a 13-week basis (price includes time, talent and production).

Similar figures for WRC-TV are one-time weekly, $146.25, and $585 per 13 weeks. If five times weekly; WNBQ is $275 and $1,100 and KRCA, $160 and $750, for the corresponding categories.

Price at WNBQ and WRC-TV includes time, talent and production with the strip rate of $585 at WRC-TV for the introductory 13-week period only. After 13 weeks, that station's price increases to $679.75. The KRCA rate is applicable only if the store provides the talent since it includes time and production only.

The shows will be telecast in color "where color equipment is available," NBC said, and will use a shopping format of commercials integrated with informative editorial material. The sponsoring store's merchandise will be featured by a station or store personality inserting the articles in program schedules at various times during the broadcast day.

NBC said the program is designed to increase telephone and mail orders and store traffic, to better other media in "presenting a store's personality," to permit retailers to bring newspaper ads to life by demonstrating those products so advertised and to "sell a variety of items per program so that the advertising cost per item is lowered or spread over several departments."

NBC Elects Hammerschmidt

ANDREW L. HAMMERSCHMIDT, who last December succeeded the late Robert E. Shelby as NBC chief engineer [B•T, Dec. 19, 1955], has been elected a vice president of the network, Robert W. Sarnoff, NBC president, announced last week.

MR. HAMMERSCHMIDT

Mr. Hammerschmidt was associate director of technical operations for NBC before he was appointed chief engineer for the network a month ago.

CBS-TV Sets Discount As Small Station Aid

A NEW discount incentive—designed as further encouragement for advertisers to use the smaller market stations that make up CBS-TV's Extended Market Plan—was announced last week by William H. Hylan, CBS-TV vice president in charge of network sales.

The new plan, which became effective yesterday (Sun.), lets an advertiser apply to his EMP gross billing the same total discount he earns on his regular station billing (station-hour and annual or over-all discounts). In addition, CBS-TV will apply to the net the special discount structure already established for EMP use. Under the new set-up, officials said, EMP billing can be reduced as much as 36.75%.

The new discount benefits, like the special EMP discounts, will be absorbed by the network, leaving station revenue undiminished.

CBS-TV gave this example of the way the new procedure works:

KOTA-TV Rapid City, S. D., described as a typical EMP station, is listed at $30 per nighttime half-hour. An advertiser earning the maximum of 25% on his regular station billing can now apply that discount to the cost of buying KOTA-TV, reducing the $30 cost to $22.59. Then, by using at least 19 other EMP stations he can earn the maximum EMP discount of 15% and reduce the KOTA-TV cost to $19.12. Under the old arrangement, $25.50 ($30 minus 15%) would have been the minimum cost for the use of KOTA-TV.

Mr. Hylan said the success of EMP, which was established more than a year ago as a means of encouraging advertisers to include smaller-market stations in their network lineups, led CBS-TV to add the new incentive. Currently, 26 stations are members of EMP and 46 CBS-TV advertisers are using these stations to carry part or all of 59 programs.

WROW-TV to Be CBS Primary

WROW-TV (ch. 41) Albany-Schenectady, N. Y., currently servicing both ABC-TV and CBS-TV as an alternate affiliate, will join CBS-TV as a primary affiliate Feb. 1. Herbert V. Akerberg, CBS-TV vice president in charge of station relations, said Thursday that WROW-TV "has generated enough set conversions [to uhf] in the one year of its connection with CBS-TV as a limited alternate affiliate to justify the primary affiliation." WROW-TV is owned and operated by Hudson Valley Broadcasting Co. of Albany.

Time on your hands?

sesac sells it for you

A time-tested program service, the SESAC Library is a sales-tested service, too.

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RADIO AND THE

WHAT is the place of radio in a television era?

In November 1954, looking for clues to network radio's future, NBC commissioned the Bureau of Applied Social Research of Columbia U., New York, to conduct a study. The result was a 156-page report, "Future for Radio," which, unlike most research works, is short on statistics and long on "interpretation and theorizing." The "interpretation and theorizing" are based on what the report's authors call "case studies of families' living habits and their uses of the broadcast media, among randomly chosen *television* families." In all, there were more than 200 such case studies, with interviews ranging in length from an hour and a half to three hours apiece and conducted in a half-dozen tv centers across the U. S.

The study was launched before NBC's now-famed *Monitor* concept was originated —it was developed independently—but NBC did have the benefit of some preliminary reports when it was formulating that new programming structure. NBC officials, according to Research and Planning Director Hugh M. Beville Jr., consider it "a highly constructive piece of fundamental research" but "do not necessarily agree with all of the conclusions and certainly don't consider it as a blueprint for future operations."

With NBC permission, B•T has condensed two chapters which it considers especially pertinent to an evaluation of the new role of radio. The first, on "Shared Time," appears below. The second, dealing with "Radio and Technological Change," will appear in the issue of Jan. 23.

ALL LEISURE-TIME media and particularly broadcast media are peculiarly vulnerable to encroachments on their time. When the eight hours of sleeping, eight of working, two of eating, and two of various details attendant on these essentials are added up, there are scarcely three or four hours left for genuine "leisure." And assuming television will continue to take at least several of these hours, all the other media—and particularly radio—find themselves tightly squeezed into a narrow strip of really "free" time.

Random and Reference Radio Audiences

Where is radio to find the time to survive?

A young salesgirl has solved the problem by simply cutting down the time she listens to the radio to only one-half hour a day, and even that not too dependably so. On the day of the interview, the last time she had heard the radio was in the morning the day before, while arranging her clothes; she had heard some popular music. The last time she heard the radio at night was several days earlier, "for about 15 minutes, in the car while I went to the store. I always turn on the radio in the car, it's a habit. I know this station plays popular recordings and sometimes the news comes on in between records and I keep up on the news that way."

Another woman, a housewife, averages at most only about ½ hour a day of radio listening. This is because in her free time in the afternoons, she reads, and at night watches television. Yet in the mornings she sometimes has the radio on for a time while doing the wash, or straightening the house. "It's only occasionally that I can have it on (kid's programs on tv interfere), but I do like to have a music program then. Just soft music, low volume. I don't know what station, perhaps WLW but I can't say for sure. . . . No special program, just music and news. They come on and I don't know what station or what recording it is most of the time (but) I always enjoy music when I work or rest."

Imagine millions of people behaving in such ways—which are random with respect to time or program or station, or random in all three respects. Then among these people the broadcaster is getting not a large bloc of assured time and attention from a loyal, regular audience. Instead he is getting a kind of low-order probability, say a nearly random chance of about 1/100th of any one individual's listening in any one hour to his station. Yet the total available "traffic" is enormous, both in terms of the numbers of people coming in and out of the radio audiences like this and also in terms of the numbers of hours per day, week, and year available for them to do so. The cumulative possibilities are huge.

Now, consider a somewhat different variant of the same trend toward *minimum time* requirements for still effective communications (and advertising) functions. The use of clock radios provides one illustration. For example, the girl quoted just above has a brother who uses a clock radio for two purposes: to wake him up in the morning at a specified time, and to bring on a sports-news program at another specified time. In fact, now the mother in the family wants a clock radio, to bring on classical music at the time the family is awakening. There is no unpredictability here; rather the use of clock radios is precisely to make specified radio services available at the *right* time and place, when needed.

The idea is more directly illustrated by cases in which radio is used as a "standby"

FIGHT FOR TIME

news source. A gardener listens intermittently during the day, depending on whether there are any important news "breaks." On the morning of the interview he had heard the news from 7 to 7:30, and on the previous day from 12 to 12:15 at noon. When asked how he happened to turn on the radio, rather than television, for this news, he said, "I've always known they have news on then (7 a.m. and at 12 noon)." These intermittent episodes of news listening are his only radio listening, but whenever the news interest him, he knows *where* to go for it. Others have different services they refer to when needed —stock market or farm reports, weather service, religious programs, sports news programs (in very many instances, ball games not on television), and so on.

In this respect, then, the radio comes to resemble the classified advertising, weather maps, obituaries and other vital notices of a newspaper—essentially a *reference* service.

Thus, counting both random and reference radio as but variations on the same general theme, one clear answer emerges to the question: How is radio to get the *time* to survive? It is that certain ways are possible for radio to survive effectively in the aggregate, without actually needing so much time from any one individual. It is only because radio was so greedy of time before, and built its audience measurement and sales units on that system, that radio feels that it has lost something essential now.

Multiple Attention

Yet, looking at the matter as a kind of poker game, the above potentials are but a lower-order "pair" among the possibilities; for many years now radio has always had an "ace" up its sleeve. Precisely the trouble with this ace, in fact, has been that it was always kept concealed, never really exploited—and never seen as an ace. This asset is, of course, the fact that people don't have to pay exclusive attention to radio; they can do other things while listening.

Brought out into full view now, this previously embarrassing fact is probably radio's salvation.

Because people can listen to the radio while doing other things, the potential hours of listening to the radio are greater, not only than the 1/12th or 1/24th of the day available to an average person, for most all other non-broadcast media, but potentially for more than the 1/8th or 1/6th of a day available for even *television* itself. Horrible as it is to contemplate aesthetically, the largest part of the population theoretically could hear the radio up to ½ of the entire day, and 2/3rds of their waking hours!

In other words, the one medium everyone feels so sorry for is in fact the only medium with large and realistic opportunities for expansion outside of the orbit of the leisure-time squeeze. One should note that the emphasis is on *expansion*—not merely that radio will survive, but that it could grow under these new conditions.

Note also the term "new" conditions; television seems to *precipitate* this kind of radio listening. Of course, the listeners were probably well ahead of the industry in sensing this potential for radio long ago.* But in subtle ways, the arrival of television into radio homes made housewives critically sensitive—perhaps even more so than professional broadcasters—about how best to *use* the two media in complementary rather than competitive ways. The decision almost invariably is, "radio while doing something else."

This explicit awareness of what radio can do that television cannot comes out most clearly in a series of sentence-completion questions asked during the case-study interviews. For example, one of the sentences read off was "I'll never stop all radio listening because . . ." Here is how typical listeners completed the sentence in their own words:

". . . because of the things I can do when I listen—I can move around . . . in the kitchen, ironing, lying in bed."

". . . because radio is most convenient when you're busy—when I'm in the kitchen working."

". . . because I can listen at work and in the car—it is company while I'm working."

It is remarkable to find interviewees so completely explicit about the reasons they prefer one medium to another in a given situation. Another sentence-completion test like that above started with "I like to listen when. . . ." Now this could be answered in many ways, for example in terms of hours, or programs offerings, or competing alternatives, and so on. Yet the most common "when" was in terms of activities. The comments were typically, "I like to listen . . ."

". . . when I get up in the a.m., dressing."

". . . when we eat—three times a day."

". . . when I'm doing things around the house."

Were it not for television, many of these people probably would not have been nearly

* See, for example, P. F. Lazarsfeld and H. Dinerman, "Research for Action," in *Communications Research, 1948-49,* Lazarsfeld and Stanton (eds.), Harper & Bros., 1949, pp. 73-110. This earlier NBC-Bureau of Applied Social Research collaboration reached the conclusion, in the early 1940s, that the best opportunity for daytime radio expansion lay in programming of a type which could more easily accompany other activities than could, say, soap operas.

so aware of radio's value for multiple-attention, multiple-activity situations. Instead, radio then was a first-class medium that "you *listened* to." It was a special treat. Perhaps it was used for a few special daytime programs, but mainly as a kind of reward when the work was done at night. Now it is less of a treat than something that "you let run continuously" all day, as one woman put it.

Consider where the hours of the day go. The largest time consists, of course, of the working hours. It is already well known that housewives like to listen while working; what is perhaps not so well known is how *long* some of them listen in comparison to the one-hour or so average for the total population. For example, an engineer's wife in the Los Angeles area listens four to five hours per day. Why?

> "I don't like housework. It's revolting. Radio makes my work go faster and makes it less revolting. I don't think about it so much. I like the disc jockey programs with popular recordings."

Note, incidentally, that the long hours of listening are associated with a certain kind of programming (disc jockeys) suitable for the activity. Many other housewives today complain that they would listen more during the day if only there were better programs, neither radio's old stereotypes (serial drama, variety) nor its new stereotype (popular recordings) being "standable," as one put it, for too many hours per day. Thus, radio's expansion possibilities in the direction of shared time or multiple-activity listening are intimately connected to its programming which, with the exception of disc jockeys, has probably not really responded to the opportunity.

While the new generation's habits of using radios while working at home are not completely formed, the stocking of the *home* with radios convenient for this has progressed a long way. Not so with the case of radios for the places of *work* of the employed population. For obvious reasons, the places of work of most people are not equipped with radios. Yet it might in part foretell the future to note that, where the work place has a radio and the type of work permits its use, incredibly long hours of listening are put in—hours which dwarf the old two or three hours of nighttime radio for the employed population.

For example, the owner of a small wholesale meat firm in Cincinnati listens seven hours a day. A Los Angeles mechanic reports that the radio in his shop stays on the same station for the staggering total of eight hours.

Most of these listeners among the employed population are in small organizations —retail shops, garages, restaurants, etc. While it is absurd to make forecasts of how far such work-radio trends will go—and how far it does go will in part depend again on suitable programming—yet this notion of radio-while-you-work is very much in accord with the whole drift of radio trends as displayed in the present case studies. It is toward a routine *background* for any and all activities.

Consider the next largest bloc of time other than work, sleeping. Obviously, this time is impregnable by any and all media except, believe it or not, radio. Radio is penetrating into the half-awake, half-asleep hours of rest just before and just after sound sleeping: ". . . while I undress" . . . "while I read until I'm sleepy" . . . dozing off to the sound of a clock radio" . . . listening by insomniacs.

Abundant illustration has already been given, in discussing clock radios, of the listening in the early morning while waking up. It should be recalled, incidentally, that clock radios were singled out as a technological innovation whose sales potentials still lie in the future. What is not fully appreciated is that with these set-sales will inevitably go *consequences* for listening behavior—for example, more clock radios will place more accent on the late evening and early morning hours. And those stations will benefit which best meet the needs of people who are, virtually, listening while they sleep.

Listening at meal times is also a familiar American habit, but again one which seems on the increase due to several reasons. One is that, in the old-style radio, people were accustomed really to *listen*. Thus it definitely was an infringement on the family meals to have people listening, say to Bob Hope's jokes, instead of to each other's jokes. Many people adopt this same attitude toward television today. It is "too much" to have tv at mealtimes.

Yet how about the radio? Oh no, that would be all right, says a Brooklyn mechanic's wife: "nice dinner music, soft, something like that." That is, one reason radio is more suitable for meals than it used to be is precisely because people do not think it requires as much attention as it used to. It is one of the paradoxes that the less people pay attention to radio, the more useful it becomes!

A second reason for possible increased mealtime listening is that the programming today is more suitable. Yet perhaps the greatest single reason is the conjunction of modern trends which find the family eating in a *place* where there is a radio. In the old dining room, there was no radio convenient. In the modern kitchen or dining alcove off the kitchen, there is a radio handy.

For example, consider the family of an aircraft welder in California. The mother listens to a clock radio in the bedroom while waking up and dressing in the morning. The husband uses one in the garage while tinkering with or washing his car; to get his sports programs. The children carry a radio around to different rooms, between their school and play hours. The kitchen radio is the most frequently heard, for general utility, by all members of the family.

The use of radios while traveling in autos to and from work is familiar. Yet several aspects of it are not well understood. First and foremost, to the degree that television reduces total home listening, the old ratio of outside to inside home listening no longer holds. What used to be, for example, a half-hour "bonus" of outside listening on top of two-and-one-half hours of inside listening becomes, when that inside listening is now cut to one-half hour itself, not a bonus but *half* the audience at certain times.

Secondly, as was indicated earlier, one of the truly dynamic elements in contemporary radio listening is *not* interest in radio, but rather the technological convenience and accessibility of radio receivers. Given more and more car radios, the rising new generation cannot fail to give increasing emphasis to automobile—and eventually airplane—listening.

The mention of the "new generation" is extremely important in this context. The effects of technological developments in radio, our data strongly indicate, have a considerable "lag" in them. For example, the younger generation of housewives seems to be making really full use of the new and convenient radios around the house. It is they who have the radio on, not simply for a few favorite soap operas, but as virtually a day-long background of sound. In the present discussion, the people who still resist automobile listening seem very much concentrated among the older generation.

The generation that grew up in the 1920s or before, treated cars with awe and respect, as difficult to drive and dangerous not to give full attention to. Similarly, radio listening was a full-time occupation. Naturally, the two were not mixed. In the current generation, a not uncommon pattern is, as one young California woman put it, for the radio "to go on with the ignition." Not only are automobiles treated as more routine conveniences, but especially *radios* are becoming routine accompaniments for any and all kinds of activities—even for driving deadly machines at high speeds.

NETWORKS COLD TOWARD 'TELEVISION CITY' PLAN

Zeckendorf proposal regarding $300-500 million development in New York City receives faint recognition from ABC-TV, CBS-TV and NBC-TV.

A LONG-RANGE proposal for eventual construction of a new "Television City" [B•T, Jan. 9] received faint recognition last week by that segment of the radio-tv industry which would be expected to benefit from the facilities.

All three tv networks—ABC-TV, CBS-TV and NBC-TV—took the cautious approach, noting that the proposal was just that and at this time far from realization.

The tv project, featuring a 1,750 ft. "freedom tower" for broadcast transmission; large, horizontal areas for tv studios, and an apartment hotel to house network people, was placed before Mayor Robert Wagner and other city officials Jan. 5. The tv facility would be part of a huge (near 50 acres) and costly ($300-500 million) redevelopment of Manhattan's west side area near Pennsylvania Station. Backer is real estate tycoon William B. Zeckendorf, who has acquired 50% interest in KBTV (TV) Denver.

Dr. Frank Stanton, CBS president, said the tv industry "could certainly absorb" the facilities offered by such a massive redevelopment, but although CBS officials had been "exposed" to Mr. Zeckerdorf's planning before the public disclosure, CBS had not entered into the project. He said more would have to be known before further comment could be made.

NBC revealed that its officials also had been

"exposed" to the plan and had taken the matter "under consideration."

ABC President Robert Kintner said last week that his network had not had an advance look at the plans and that he foresees no further requirement for facilities for ABC for some 10 years.

Although Dr. Stanton admitted that CBS needs a plant under one roof in New York, he thought that "actually, there is not so much pull to the West Coast" as to make a move there necessary. Dr. Stanton specifically denied a report that the network was considering an exodus from East to West. Dr. Stanton said that as of Dec. 3, 1955, 67% of CBS-TV shows emanated from New York compared to only 27% from Los Angeles and another 6% elsewhere.

Asked by B•T to supply similar figures, NBC-TV reported that as of October 1955, 77.1% of its shows originated in New York, with 13.3% from Hollywood and the remainder by remote. ABC-TV said that about 24¾ hours weekly were originated by the network in New York, only one hour in Hollywood, 2¼ hours from Chicago, 1½ hours from Springfield, Ohio, and half-hours from Washington, Denver, Cincinnati and Baltimore.

Perhaps half of the ABC-TV New York-originated shows are filmed in Hollywood.

All three networks have various studios—most of them remodeled theatres—in use throughout New York City. These are in addition to regular executive offices and some studios maintained on or near Madison Ave.—in the 50's by CBS, Rockefeller Center by NBC and in the West 60's by ABC. NBC, it was learned, still entertains a long-dormant plan to expand facilities as necessary—probably depending on color tv needs—toward Sixth Ave. As an adjunct to Rockefeller Center facilities, and ABC owns the property where it now is housed (more than a block), which was contracted for the network by Mr. Zeckendorf.

In a discussion of revitalizing downtown trade areas by retailers in all city business centers, the National Retail Dry Goods Assn. convention in New York last week heard Mayor Wagner assert that "for every business leaving the city two or three others are seeking to locate here."

CBS-TV Plans Special Show On Mental Health March 18

CBS-TV said Tuesday it will treat the mental health problem in a special program, "Out of Darkness," that will preempt the *Omnibus* Sunday, 5-6:30 p.m. EST period on March 18.

The one-shot show is being produced by CBS Public Affairs, consulting with the American Psychiatric Assn. and the National Assn. for Mental Health. The network described the 90-minute, special "actuality drama" as "television's first full-scale attempt to penetrate the private world of mental patients and mental hospitals."

Apparently CBS-TV is confident that the program will have a sponsor by the time it goes on the air. A spokesman said last week that the regular *Omnibus* advertisers—Aluminium Ltd., Scott Paper and J. P. Stevens—most likely would have first chance at sharing the tab of the special show.

Medical narrator on the program will be Dr. William C. Menninger, one of the country's leading psychiatrists and former director of the neuropsychiatry consultants division, U. S. Army in World War II. Most of the program was filmed in the Metropolitan State Hospital in Norwalk, Calif. Producer-writer is Albert Wasserman, whose "First Steps" film won an Academy Award in 1947 as the best short documentary.

NETWORK RADIO PRAISED AS 'SMART NEW MEDIUM'

CBS' John Karol, speaking before Pittsburgh club, sees more advertisers turning or returning to medium.

MORE ADVERTISERS are either turning or returning to radio and "for many advertisers and their agencies, network radio is the smart new medium," John Karol, vice president in charge of network sales, CBS Radio, told the Pittsburgh Advertisers Club Tuesday (Jan. 10).

Mr. Karol cited set sales which were more than 14 million last year, up 40% from 1954, with some three-quarters of them additional receivers. The sale of radios, he said, was nearly twice that of tv sets. There now are 132 million radios (more than 30 million of these in autos), meaning every home has a radio and that more than half of the homes have more than one.

Speaking of "shifting strategy" among the radio networks, Mr. Karol said that often in the past he has tried "to speak for all networks and for radio in general," but that this year "this approach is not possible."

He continued:

"There have been . . . sharp divisions of opinion on how a network should be programmed and how its programs should be sold. The reasons for this kind of activity have stemmed from two causes. First, we have been, and are, in a period of extremely high prosperity, and this means a good deal of extra money for advertising.

"In spending this money, advertisers have tended toward the most expensive medium, television, and have—until recently edged away from the most economical medium, network radio. I want to add, parenthetically, that tv is usually a good medium—just as are magazines and supplements and newspapers. Almost without exception, the best advertising is a combination of media in the correct proportions. It's the same way with diet: the caviar is fine, but we need the meat and potatoes.

"The second reason for the shifting strategy of radio networks has been the competition of television for people's leisure time as well as for the advertisers' dollars. We are convinced, and I believe the facts prove, that we have the key to attracting audiences."

CBS-TV Fall Series 'A First'

A WEEKLY, live 90-minute dramatic series for the fall season was announced by CBS-TV last week. The new program will place the network as the first to schedule a weekly series of shows of this length, which heretofore have been limited to monthly intervals, the network claimed. Title of the series is *Playhouse 90* with other details such as time and day as yet unrevealed. Hubbell Robinson Jr., vice president in charge of CBS-TV programming, designated Carey Wilson, former M-G-M producer, as executive producer of *Playhouse*.

Sullivan to Honor Composers

ASCAP composers will take part in the *Ed Sullivan Show* next Sunday (8-9 p.m. EST) when the variety program salutes the history and activities of the music licensing organization. Among guests scheduled to appear are Margaret and Barbara Whiting.

It's **Merchandising Extras,** superior programs and Complete Coverage that make **KROD-TV THE** Television Buy in El Paso

Just Look at **KROD-TV's** EFFECTIVE PROMOTIONS IN 1955 to aid 142 of its advertisers

PROMOTIONAL REPORT 1955

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Texas Size Postcards to retailers	21,225
Point of Purchase, Window Streamers, etc.	7,000
On the air promotion — IDS 20 sec.	5,400
Program schedules	3,650
	26,000

No Wonder 18 out of 19 National Spot TV ADVERTISERS using programs are on KROD-TV

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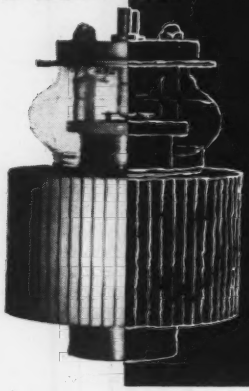

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Alan H. Rosenson
Chief Engineer, WLRD-FM

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Data sheets won't tell you . . . but tube performance, backed by the manufacturer's reputation will!

Choose Machlett and you find . . .

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TV NETWORKS' NOV. GROSS SETS RECORD

Nearly $39 million in billings chalked up by the three television networks. Publishers Information Bureau statistics also released on first 11 months of past year.

NETWORK tv gross billings totaled $38,896,704 in November, establishing it as a record month for the January-November period covered by Publishers Information Bureau, according to figures reported by the bureau last week. The previous high month for the year was October [B•T, Dec. 12, 1955].

Two of the networks—ABC-TV and CBS-TV—rang up their highest monthly gross billings in November for any one of the first 11 months of 1955, while NBC-TV was only a shade under its top month, which was October.

In the 11-month period, CBS-TV chalked up more than $172 million gross, a figure that was more than half the total reported for all the tv networks in the 11-month period in 1954. CBS-TV and NBC-TV together in the 1955 11-month period totaled more in gross billings than did all four networks (then including DuMont Television Network in addition to ABC-TV) from January-November 1954.

Last November, CBS-TV grossed nearly $17 million, NBC-TV nearly $15.5 million and ABC-TV nearly $6.5 million.

For the 11-month period of 1955, the networks grossed $367,577,743, more than $80 million ahead of the 1954 mark for that time when it grossed $286,593,934. The complete PIB table follows:

NETWORK TELEVISION

	November 1955	November 1954	Jan.-Nov. 1955	Jan.-Nov. 1954
ABC	$ 6,496,236	$ 4,134,103	$ 45,091,856	$ 30,718,266
CBS	16,911,189	14,186,194	172,009,261	131,162,007
DuMont**		1,397,328	3,102,708	11,686,483
NBC	15,489,279	12,357,133	147,373,918	113,027,178
TOTAL	$38,896,704	$32,074,758	$367,577,743	$286,593,934

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	Total
Jan.	$ 3,718,195	$ 15,831,141	$ 723,960	$ 13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	11,538	13,720,643	33,044,766
Oct.	5,876,756*	16,623,317	....	15,618,704*	38,118,777*
Nov.	6,496,236	16,911,189	....	15,489,279	38,896,704
Total	$45,091,856	$172,009,261	$3,102,708	$147,373,918	$367,577,743

* Revised as of 1-11-56.
** Effective September 15, DuMont Television network changed from a national network to a local operation.

MBS, Fulton Lewis Face Suit for Libel

IMMEDIATE libel action against MBS commentator Fulton Lewis Jr., the network itself and radio stations which carried Mr. Lewis' broadcast of Jan. 6 has been promised by Mrs. Pearl A. Wannamaker, Washington state superintendent of public instruction, according to the *Seattle Times*.

Mr. Lewis, in a broadcast criticizing Mrs. Wannamaker for revoking last month the suspension of a former Tacoma school teacher, erroneously identified the Washington state education official as a sister of George Shaw Wheeler, who in 1947 was fired as an American military government official in Germany and who afterward sought refuge in Czechoslovakia while denouncing the U. S.

Mr. Lewis later called his broadcast identifying Mrs. Wannamaker with Communism as "one of the great boo-boos of all time," telegraphed an apology to her and broadcast a retraction Jan. 9.

Mrs. Wannamaker, however, said the apology "doesn't satisfy the damage." She is a past president of the National Education Assn. and was one of two persons who wrote the final summary at the White House Conference on Education last month.

Mr. Lewis explained that he intended to identify Mrs. Margaret Jean Schuddakopf, the suspended teacher, as the sister of George Shaw Wheeler. Mrs. Schuddakopf had been suspended by the Pierce County school superintendent after invoking the Fifth Amendment in refusing to answer questions before the House Un-American Activities Committee in June 1954 at Seattle.

The MBS commentator in his broadcast had attributed his information about Mrs. Wannamaker to James R. Stack, a Tacoma American Legion figure and wartime aide to President Eisenhower.

Mr. Stack, a retired colonel, said Mr. Lewis "must have written down the information wrong and got the names twisted."

Mr. Lewis, in his broadcast last Monday night, expressed his regrets for mistakenly associating Mrs. Wannamaker with George Shaw Wheeler, explaining that he had twisted the names of Mrs. Wannamaker and Mrs. Schuddakopf while under pressure of preparing his script a few minutes before broadcast time, had failed to notice the error during the broadcast, and in fact did not believe he had aired the misidentification until his secretary produced the script. He offered free time on his network program to Mrs. Wannamaker to use as she sees fit to make amends.

Hal Keith of NBC-TV Dies

HAL KEITH, 38, NBC-TV producer-director of such programs as *Mr. Peepers*, *Your Show of Shows*, and more recently, *Wide Wide World*, died Wednesday of cancer at the Columbia-Presbyterian Medical Center, New York, after a month's illness. He is survived by his wife, the former New York City ballet soloist Beatrice Tomkins, his mother, Mrs. Blanche Kahn, and a brother, both of San Francisco.

ABC Reports $7 Million For Radio Since Dec. 1

ABC RADIO NETWORK last week reported that contracts signed since early December passed the $7 million mark with the signing of six new advertisers for the segmented Don McNeill *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST) and another sponsor renewed sponsorship in the program. Three of the advertisers, new to network radio, are La Choy division of Beatrice Foods Co., Chicago, through Foote, Cone & Belding, Chicago; Sta-Nu Corp., Chicago, through Lester L. Jacobs Inc., Chicago, and Ball Bros. Co. (canning jars), Muncie, Ind., through Applegate Adv., Muncie.

Other new *Breakfast Club* sponsors are Sleep-Eze Co., Long Beach, Calif., through M. B. Scott Inc., West Hollywood; Calgon Inc., Pittsburgh, through Ketchum, MacLeod & Grove, Pittsburgh, and Dixie Cup Co., Easton, Pa., through Hicks & Greist, New York. General Foods Corp., White Plains, N. Y., added to its *Breakfast Club* schedule with a 52-week Mon.-Wed.-Fri. contract through Young & Rubicam, New York.

These purchases, plus the extension of ABC Radio's *No School Today*, Saturday morning children's show, from 30-min. to an hour by the Table Products Div., Safeway Stores, San Francisco, through Hoefer, Dietrich & Brown of that city, accounts for part of ABC Radio's reported billings in excess of $7 million by Don Durgin, ABC Radio vice president.

NBC-TV Plans Color Documentary Series

NBC reported last week it plans to produce a series of documentaries, filmed in color and running for 60 to 90 minutes, which would feature a narrator and host who is considered an authority on the subject matter presented. At the same time, American Express Co. was said to be interested in sponsoring several of the documentaries.

The projected series, similar to the documentary film on India carried on NBC-TV several months ago, will encompass four to nine filmed programs, and is earmarked for presentation in prime evening time periods, starting in the fall. It is estimated that each film will cost about $100,000 to produce.

Though neither the subjects nor the narrators have been selected, NBC envisions programs of these types: "Assignment: Schoolhouse," with John Hersey, who has been active in educational activities; "Assignment: Paris," with Maurice Chevalier; "Assignment: London," with Noel Coward; "Assignment: Japan," with John D. Rockefeller Jr., who is head of the Japanese-American Institute, and "Assignment: Broadway," with Helen Hayes, Katherine Cornell or Paul Muni. Ted Mills, who produced "Assignment: India," is working on the proposed series.

CBS-TV First of Networks To Order New Nielsen Study

CBS-TV has become the first network to order the A. C. Nielsen Co.'s forthcoming Nielsen Coverage Service Survey No. 2, CBS-TV Research Director Oscar Katz and Nielsen Vice President John K. Churchill are announcing jointly today (Mon.).

Field work on the study, which will measure the audience coverage of both tv and radio stations and networks, is slated to start this spring and delivery of reports and servicing are scheduled to begin in the fall [B•T, Oct. 17, 1955; Jan. 2].

"This survey," Mr. Katz said, "will provide CBS Television with long-needed information in the vital research field of station coverage and circulation. The tremendous increase in the number of television stations since the 'freeze' and resulting changes in coverage and set ownership make it imperative that we now have available up-to-date and uniform data. Such data will enable us to better evaluate our network and station facilities and to provide improved and current factual information to our clients."

Mr. Churchill said CBS-TV "has shown its alertness in recognizing the values of this important media survey, the first comprehensive study in this field since 1952."

29-Year-Old Radio Network Program Goes Off The Air

WHAT is claimed to be the longest record of continuous network radio sponsorship will be terminated tonight (Monday) with the last broadcast on NBC Radio of the *Band of America* (9:30-10 p.m. EST) by its sponsor, Cities Service Co.

The oil firm has presented music on network radio for the past 29 years on a 52-weeks-a-year basis.

Demise of the program series coincides with Cities Service plans now underway for "expanding emphasis" on local radio and local tv and other media. A company spokesman said last week that spot and locally sponsored programs are being considered. Ellington & Co., New York, is Cities Service's agency.

Huntley on New NBC-TV Show

A WEEKLY tv news program featuring NBC newscaster Chet Huntley is scheduled to start on NBC-TV, Feb. 5 (Sundays, 2-2:30 p.m. EST). Mr. Huntley was transferred from NBC-TV's West Coast headquarters to preside over *Outlook*—a weekly round-up of news and features from NBC correspondents in this country and abroad. As yet NBC-TV has not signed a sponsor for the program, although it has been reported that Standard Oil Co. of New Jersey is considering sponsorship [CLOSED CIRCUIT, Jan. 9].

'Peter Pan' Called Big Draw

NBC-TV's second two-hour telecast of "Peter Pan," starring Mary Martin and Cyril Ritchard, was seen Monday (Jan. 9) by 55-60 million people, according to network estimates.

NBC-TV, which had claimed an estimated 67 million viewers for the 1955 live telecast, said last week's show had the largest audience for a tv program since the first tv presentation of the play. As it did last year, NBC-TV reported critical acclaim across the country. "Peter Pan" parties of children watched the show in color at station studios, hospitals, department stores and tv set dealer stores.

NETWORK PEOPLE

Richard Goode, director, NBC-TV *Lux Video Theatre*, resigned, effective Feb. 15.

Phil Kalfus, staff writer for Barry & Enright Productions' *Winky Dink and You* series, carried on CBS-TV, promoted to associate producer.

GREATER CLEVELAND'S
NUMBER 1 STATION
RADIO WSRS
John E. Pearson Co., National Representatives

MID-YEAR RISE FORECAST IN COLOR TV

Production will step up materially, say executives at International Home Furnishings Market in Chicago. New color tv models, however, are conspicuous by their absence.

PACE of color tv production will step up "materially as industry squares away for the last half of 1956" and an "increasing number of manufacturers will enter the field."

That prediction was voiced by an RCA merchandising executive during a television appliance news conference at the International Home Furnishings Market in Chicago last week.

New color television models were conspicuous by their absence at the 12-day winter show, which got underway last Monday at the Merchandise and American Furniture Marts. The first complete line shown by RCA was an exception.

Allen B. Mills, tv merchandising manager of RCA, Camden, N. J., summed up the color tv situation when he predicted "June introductions will probably herald the first real industry effort." Output of any sizable amount at the manufacturer's level is not generally anticipated before the second quarter of 1956 he said.

Ogilby's Forecast

The same prospect for a mid-year swing to color was voiced by Fred Ogilby, vice president-marketing, Philco Corp. He said the change from black-and-white would start getting into "full swing" by June. In addition, Mr. Ogilby foresees a change from one to two set families and the emergence of automatic controls (push button and remote) as replacements for conventional switching, which he compared to the old-fashioned automobile cranks. Philco showed 13 basic tv models with price range of $159.95 to $525.

Extensive new lines of black-and-white sets were much in evidence along with introduction of new transistor radio models. Perhaps the most revolutionary were two models unveiled by CBS-Columbia, claimed to be the first transistor home radios without need of plug-in cords.

Speaking as "a member of the television industry" rather than as an RCA executive, Mr. Mills said it is a "reasonable supposition" that (1) industry will produce up to 300,000 color sets in 1956; (2) that more set-makers will go into color, and (3) that color programming will expand with expanded set production, bringing on "somewhat lower list prices."

Transition from monochrome to color in industry will be effected with "far greater ease" than from radio to monochrome tv, he said.

The new year may not approach 1955 in unit sale records (1955 and 1954 both were record years, he noted) but 1956 dollar volume "should compare favorably with that of 1955," Mr. Mills said.

Other points made by the RCA merchandising executive in response to floor questions:

- Color tv will reach billion-dollar sales "very much more rapidly than did black-and-white."
- RCA senses "a very gratifying attitude" on the part of independent stations with respect to installation of equipment for originating color programs.
- A "big problem" in the merchandising of color will be the "education of servicemen," but industry will "lick it."
- Set sales on black-and-white are not confined to metropolitan areas alone. "We are advertising extensively to the farm market now, and the percentage of televisions used on farms is jumping very rapidly."

RCA showed its complete line of 21-inch color models, including three consoles, a consolette and table model, and a calendar clock radio that gives the day and date with time.

Admiral also was represented along with RCA on new color models. The former introduced a new 21-inch color receiver (with 28-tube chassis) with a suggested list price of $895. Among its features were a 260-square-inch picture and a "color killer" for automatically cutting off unused color circuits during black-and-white programs. Push-button tuning highlights its five new 21-inch monochrome receivers, along with printed circuitry in which Admiral pioneered.

CBS-Columbia displayed its 19-inch 205 Colortron along with 16 basic tv models ranging from 17-inch table types to a 24-inch console in the $149.95-$399.95 price range.

Robot-tuning, which permits remote channel-switching, is one of the new features in CBS-Columbia's line. Similar remote automatic tuning devices are included in lines shown by RCA and Admiral Corp., designed for turning sets on or off, or changing stations and adjusting volume. Zenith Radio Corp. exhibited its Flash-Matic gun device to shoot off "objectionable" commercials.

CBS-Columbia's all-transistor radio takes the form of a pocket-sized hearing-aid type model and another portable which, when placed on a metal stand, converts to table size. Unveiling of the cordless receivers was described as the "first practical use of transistors as replacement for vacuum tube in the full-sized home radio field."

The home radio operates on six transistors and a self-contained battery pack, promising over 1,500 hours of normal listening. Pocket unit contains five transistors operating on a long life battery. Firm also showed table and clock radios.

General Electric showed a 23-model television line, with 11 sets in the "new" category and a price spread from $99.95 to $399.95. Weight-reduction is claimed for three new portable models, and two console types are equipped with automatic clock timers.

Twenty-four monochrome and three color models comprise the Motorola tv line, featuring "right-up-front" tuning and automatic push-button controls. Aviation Corp. unveiled two tv console models to supplement its "short line" of sets. Whole Bendix line includes only 12 models, said to cover all style preferences and tv performance standards.

Zenith Radio Corp. showed four new 4-speed phonograph models, an all-transistor radio (with seven transistors) and tv lines as it prepared for its annual distributors meeting in Miami Beach Jan. 16-18. Promised in the mid-winter line is a "revolutionary technical development" (a new circuit tube) designed for fringe reception locations and others where outside antennas are not permitted. Entire tv, radio, phonograph and high-fidelity lines will be previewed.

Raytheon, Philco Corp., Crosley, Westinghouse and other set-makers also maintained exhibits at the show.

Greenleaf W. Pickard Dies

GREENLEAF WHITTIER PICKARD, 78, board chairman of Pickard & Burns, Needham, Mass., and a noted inventor and radio engineer, died Jan. 8 at the Newton-Wellesley Hospital, Newton, Mass.

Mr. Pickard, a grand-nephew of poet John Greenleaf Whittier, was reported to be one of the first scientists to obtain successful speech transmission via electrical waves, and was inventor of the crystal detector, the radio compass and static eliminator. Honored for his work by such organizations as the Institute of Radio Engineers and the Radio Club of America, Mr. Pickard worked as a consulting engineer for AT&T and RCA. He is survived by his wife, the former Helen Liston, two sons and four daughters.

Bell Revenue Rises in '55

OPERATING revenues of the Bell Telephone System for the year ended Nov. 30, 1955, rose to $5,252,846,746 from $4,746,655,518 in the previous fiscal year, according to Bell's annual report, released last week. Net income for the period was listed at $673,532,481, equal to $13.01 a share, compared with $559,377,950, or $11.93 a share, for the year ended Nov. 30, 1954. Cleo F. Craig, president, said the system invested more than $1.6 billion in new and improved telephone facilities during the past fiscal year.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

RCA Forms Two Engineering Units

THE Engineering Products Div. of RCA has been divided into two new units—Defense Electronic Products and Commercial Electronic Products, it was learned last week.

T. A. Smith, vice president and general manager of the parent division, will be in charge of the Defense Electronic Products organization, which will handle weapon systems, support systems and electronic equipment for all branches of the armed forces.

A. L. Malcarney, general manager of Engineering Products, will be in charge of the Commercial Electronic Products organization, which will handle electronic equipment for industrial, educational, theatre and business services as well as radio and tv transmitting and studio equipment.

Nov. Retail Radio Set Sales Highest of 11 Month Period

RETAIL radio sales (not including auto sets) increased in November to 865,602, highest for any of the 11 measured months of 1955, according to Radio-Electronics-Tv Mfrs. Assn. Sales in October were 724,305 sets, with 669,166 sold in November 1954. Retail radio sales for 11 months of 1955 totaled 5,532,583, an increase over the 5,272,155 sets sold in the same 1954 period.

Tv retail sales totaled 591,366 in November compared to 746,274 in October and 779,105 in November 1954. Eleven-month sales totaled 6,487,617 in 1955, 6,223,332 in the same 1954 period.

Sales of tv picture tubes totaled 1,086,998 in November, 1,224,990 in October and 1,157,866 in November 1954. Eleven-month picture sales totaled 9,992,769 units compared to 8,904,106 in the same 1954 period. Eleven-month sales of receiving tubes totaled 441,753,000 units compared to 347,180,000 in the same 1954 period.

General Dynamics Sues For Protection of Name

GENERAL DYNAMICS CORP., New York, last week initiated a suit against the Dynamics Corp. of America, New York, in New York State Supreme Court to enjoin the latter company from using the word "Dynamics" as part of its corporate name and from "otherwise infringing the corporate name rights of General Dynamics Corp."

John Jay Hopkins, chairman and president of General Dynamics, said the suit has been filed to "protect the name" of the corporation and to "prevent confusion and misunderstanding among investors, customers and the public generally." He said that although General Dynamics is listed on the New York Stock Exchange and Dynamics Corp. of America is listed on the American Stock Exchange, "confusion has persisted even in financial circles." He asserted the company has built up the names of "General Dynamics" and "Dynamics" to "an eminent place in American industry" and has come to be known generally as "Dynamics" in financial, investing and industrial circles, as well as in the public's mind at large.

General Dynamics is an electronics company that consists of an Electric Boat Div. (atomic submarines); Convair Div. (U. S. air force and commercial aircraft); Stromberg-Carlson Div. (radio-tv receivers and telephone equipment); Candair Ltd. (airframes and guided missiles), and Electro Dynamic Div. (electric motors).

A spokesman for Dynamics Corp. of America said the company had "no comment" on the legal action. Formerly known as Claude Neon Inc., the current name was adopted last May. Dynamics Corp. of America manufactures television transmitters, electrical household appliances, electronic computer systems and various electronic components.

FINAL AGREEMENT for the purchase of a DuMont 50 kw transmitter and associated studio equipment by WRVA-TV Richmond, Va., is consummated by (l to r) Lewis Radford Jr., DuMont sales representative; Sanford Terry Jr., chief engineer, WRVA-TV; C. T. Lucy, president, Richmond Television Corp., and David C. Woods, WRVA-TV engineer. Transmitter and studio equipment will be delivered in February.

Emerson Reports Net Sales Increase $7 Million in '55

AN INCREASE of nearly $7 million over its 1954 net sales was reported Friday by Emerson Radio & Phonograph Corp. and subsidiaries, Jersey City, N. J., by President Benjamin Abrams. He told stockholders that Emerson's net profit for 1955 exceeded the previous year's by over 30%.

For the fiscal year ended Oct. 31, 1955, Emerson established an alltime sales record of $87,383,028, as compared to 1954's net sales of $80,559,994. Mr. Abrams pointed out that "this is the fifth consecutive year showing progressively higher sales for the company." Mr. Abrams told stockholders that Emerson's current net worth is $21,754,714 as against 1946's net worth of $4,913,929. Income before taxes rose 38% to $4,770,140, with net income coming to $2,468,063.

Chicago Judge Approves Muntz Reorganization Plan

TRUSTEES' plan for reorganization of Muntz Tv Inc., Chicago tv set manufacturer involved in bankruptcy proceedings since March 1954, won approval in Chicago District Court last Monday. The company reported $1,250,000 in net profits for 1955.

Under the new plan, announced by Judge Win G. Knoch, the government will receive $400,000 in 30 days and another $900,000 after three years for back taxes. The company originally owed $6.7 million overall, and the government reduced its own federal tax claim from $2.7 million to $1.3 million. Holders of some 1,363,000 common shares will receive stock in the company on a share-for-share basis.

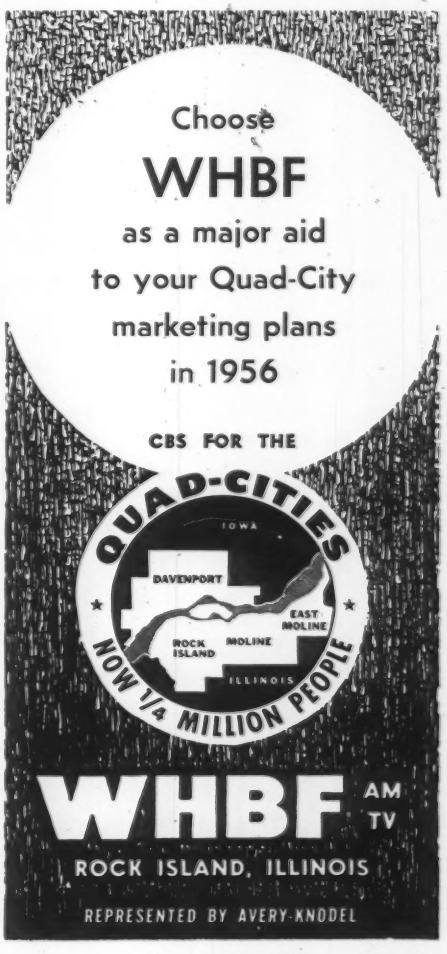
As part of the reorganization, Muntz has relinquished 82 television stores in favor of six dealer franchises. Judge Knoch also approved a seven-man board of directors, with founder Earl Muntz continuing as operating manager. The board comprises two trustees, two attorneys and three industrialists.

MANUFACTURING PEOPLE

Dr. Henry M. O'Bryan, manager of physics laboratory of Sylvania Electric Company's Bayside, N. Y., research center, appointed manager of scientific liaison.

Donald M. Christie, manufacturing and engineering coordinator for mobile department, Allen B. DuMont Labs' communication products division, named manufacturing manager of the government manufacturing division.

"My husband listens to KRIZ Phoenix twenty-four hours a day."



TV SET PLANT IN MEXICO ESTABLISHED BY SYLVANIA

Subsidiary of U. S. firm also to manufacture aluminized black-and-white picture tubes. Company to be in Monterrey.

THERE is no siesta for Mexico when it comes to tv expansion—the country is rapidly increasing facilities, has three stations already operating, four more under construction and another four licenses have been granted for future tv outlets.

So reported Sylvania Electric Products Inc., New York, in announcing Thursday the formation in Monterrey of Semsa Electronica S. A., a manufacturing subsidiary of the U. S. firm. The new company is building a 40,000 sq. ft. plant for the production of tv sets and picture tubes. It is scheduled to begin the manufacture of aluminized black-and-white picture tubes in early March and sets by mid-year.

According to B. K. Wickstrum, vice president and director of sales at Sylvania and a Semsa director, who has been in Mexico attending meetings with other officers and directors of the company, estimates are that 60,000 picture tubes were sold in Mexico last year, 80,000 will be sold this year and 100,000 next year.

The majority of capital stock in Semsa will be held by Sylvania and its sales subsidiary, Sylvania International Corp. Minority stock will be owned by Semsa's chairman and president, Patricio Sordo, and a director, Bernando Jimenez Sr., both Mexican electronics industrialists, who also are principal share owners in two other Mexican companies in which Sylvania Electric has acquired interests: Radios Universal S. A., Monterrey, home radio receivers, and Radios y Television, Mexico City, sales.

Edmond J. Parker, who joined Sylvania in New York early last year, is general manager and a director of Semsa. Sylvania also has production subsidiaries in Canada, Brazil and Puerto Rico as well as six foreign manufacturing associates, one each in England and Argentina and two each in France and Mexico.

MOST ADVANCED REMOTE CONTROL EVER DESIGNED

Interested in cutting operational costs? Rust's two new remote control systems can save your radio station thousands of dollars each year! New custom-engineered designs, for both directional and non directional transmitters, offer dependability and performance never before achieved. Why not investigate the possibilities for your station?

24 FUNCTION SYSTEM
Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.

10 FUNCTION SYSTEM
Recommended for use in non-directional installations where no more than 10 control and metering functions are required.

12.7 Million Radios, 82,000 Tv Sets in Japan

THERE are now more than 12.7 million radio receivers and over 82,000 tv sets in Japan, which has a more than 34 million daily newspaper circulation and a 272 million annual magazine sale, according to a Japan Broadcasting Corp. (NHK) survey of mass communications media in the islands populated by 80 million.

NHK said the figures, except for tv which is a "late-comer" in Japan, compare favorably with the U. S., Canada and Western Europe. Also disclosed in the survey, reported by the United Press last week, were these findings: Five tv stations now operate in Japan, 78% of all Japanese households own a radio. NHK (subsidized by the government) operates 46 radio outlets while 41 private radio companies operate 53 other stations.

Nearly 700,000 Tv Sets Sold In Canada in 11-Month Period

CANADIAN TELEVISION receiver sales in the first 11 months of 1955 totaled 690,071 (valued at $209,160,249), an increase over the 530,350 sets sold in the same 1954 period.

Sets in the 18 to 22 inch screen sizes accounted for 535,163 of the 1955 total. Figures released by the Radio - Electronics - Television Manufacturers Assn. of Canada show that 254,692 sets were sold in the province of Ontario, 181,337 in Quebec province, 39,163 in Nova Scotia, 22,903 in New Brunswick and Prince Edward Island provinces, 8,876 in Newfoundland, 50,802 in Manitoba, 19,933 in Saskatchewan, 47,560 in Alberta and 64,805 in British Columbia.

Latest tabulation of All-Canada Television, Toronto, Ont., based on manufacturers' figures at the end of November, shows 1,899,710 tv receivers in Canada, of which 915,471 are in the province of Ontario; 544,433 in Quebec province; 99,013 in the four Atlantic coast provinces of Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland; 192,238 in the prairie provinces of Manitoba, Saskatchewan and Alberta, and 148,555 in British Columbia province.

Bretz to Assist Fremantle Associate Firm in Australia

RUDY BRETZ, program-production consultant, left last week for Sydney, Australia, to assist Artransa Pty. Ltd., associated with Fremantle Overseas Radio & Tv Inc., New York, in setting up film and live tv production facilities. Artransa plans to build two tv-film studios on Sydney's outskirts.

According to Fremantle, six tv stations are expected in Australia by the end of next year, three located in Sydney and three in Melbourne. Each city will have a noncommercial outlet to be operated by the Australian Broadcasting Commission, Fremantle reported. Mr. Bretz similarly worked with German tv (via a State Dept. mission), the Canadian Broadcasting Corp. and was director of State Educational Television Service at Birmingham, Ala.

Canadian Broadcasters Plan Tv Clinic in Toronto Jan. 19

ADVERTISING and sales executives of Canada's biggest companies have been invited to a television advertising clinic at Toronto Jan. 19 by the Canadian Assn. of Radio and Television Broadcasters. In inviting these executives, Jack Davidson, CARTB president, said that television is now within reach of 80% of the entire Canadian population, with over 55% of all electrically equipped homes in Canada now having a television receiver.

The clinic starts with a luncheon and reception at which representatives of Canada's 25 privately-owned tv stations will be present. The clinic will be conducted by Oliver Treyz, Television Adv. Bureau, New York; Rodney Erickson, in charge of tv development for Young & Rubicam, New York, and Keith Chase, tv director, McKim Adv. Agency Ltd., Montreal.

Radio Spot Sales for 1955 $10 Million in West Germany

RADIO spot sales in West Germany totaled an estimated *Deutschmark* equivalent of $10 million during 1955, it was reported last week.

Most of the spots on West Germany's stations are broadcast in special "advertising" segments, and the stations use revenue from spot sales to supplement general income from a monthly license fee on sets.

The number of licensed radio sets in West Germany (Federal Republic) and in West Berlin on Dec. 1, 1955, was 13,178,345.

There are no privately owned stations in Germany as yet, although plans have been made to introduce them soon.

Three New ITA Transmitters Planned for England in '56

THREE new Independent Television Authority transmitters will begin operation in England this year, making commercial tv available to 60% of the population of that country, it was reported last week.

The first new station, located at Lichfield, plans to begin operation Feb. 17 and will serve a population of 5.5 million in the midlands. A second station, located in Lancashire, will serve 7 million when it goes on the air in April, and a third, covering the Yorkshire area of 4.5 million, will go on the air in the fall.

Wasey to Continue Operation In Canada Despite U.S. Sale

ERWIN WASEY of Canada Ltd., Toronto, Ont., will continue operation in Canada under the same name and management, despite the sale of the United States parent company. Offices are in Toronto, Montreal and Vancouver. Ralph L. Lawson, executive vice president and managing director of the Canadian branch, has become a partner in the Canadian operation, following the sale in the United States [B•T, Jan. 2]. Charles G. Sheppard, until recently manager of the agency's Montreal office, has become a director with headquarters at Toronto. John D. Wilson has been elected a director.

Canadian Advertisers Spend $395 Million During 1954

CANADIAN ADVERTISERS spent nearly four times as much in 1954 as they did in 1944, according to a tabulation released early this year by the Dominion Bureau of Statistics, Ot-

tawa, Ont. In all media Canadian advertisers spent $395,053,843 in 1954, as compared to $104,925,535 in 1944. In radio, Canadian advertisers spent $31,710,690, as against $11,486,954 in 1944. Radio's share of the advertising dollar dropped in the decade from 10.9% to 8.02%.

Television, which was not included in the 1944 figures, accounted for $8,595,626 in 1954, or 2.2% of the advertising dollar.

Daily newspapers, magazines, business and trade papers all showed a smaller share of the advertising dollar in 1954 as compared to 1944, whereas week-end papers and weekly newspapers, outdoor and directory advertising showed increases on a percentage basis.

M-E Opens Canadian Company

McCANN-ERICKSON INC., New York, which has maintained branch offices in Montreal and Toronto in previous years, last week announced the establishment of a new company, McCann-Erickson (Canada) Ltd. Elected as president of the new agency was Evan W. Hayter, formerly managing director of the Toronto office, with J. Lawrence Dampier, manager of the Montreal office, elected vice president. Duncan MacInnes, of the Toronto office, was elected secretary-treasurer.

RFE Seeks Newswriter

RADIO FREE EUROPE, privately financed and operated information agency, is "in desperate need" of an additional newswriter for its New York office, officials reported last week. They said the job pays $4,800 a year and that they were seeking, preferably, a young person with training in newswriting and some experience or training in international affairs. Applicants may contact Edward Macy, Free Europe Committee, 110 W. 57th St., New York.

CKGN-TV Goes on Air

CKGN-TV North Bay, Ont., began telecasting on ch. 10 last month, five to six hours daily. The station, operating with 51.5 kw video and 25.7 kw audio, is on the Canadian Broadcasting Corp. non-connected network until early in the new year when the microwave to North Bay will be completed. CKGN-TV is first in Canada not connected with any other advertising media or theatre interests. It is represented by Paul Mulvihill & Co., Toronto. Russ J. Eastcott is general manager.

INTERNATIONAL PEOPLE

R. I. P. Cameron, formerly advertising and sales promotion manager, Philips Industries Ltd., Toronto, to E. W. Reynolds Adv. Agency, Toronto, as account executive. **Robert G. Platt,** formerly of Nestle (Canada) Ltd., also to Reynolds as account executive.

Pat Freeman, formerly executive secretary, Canadian Assn. of Adv. Agencies, appointed manager, succeeding **Alex M. Miller** who remains as consultant.

Stuart D. Brownlee, general manager and secretary, of Radio-Electronics-Television Manufacturers Assn. of Canada, Toronto, Ont. to executive vice-president of Canadian Admiral Corp., Port Credit, Ont. **Edwin Whittaker,** supervisor of Admiral sales branches, to vice-president and general sales manager.

David G. Hill, CKDA Victoria, B. C., promoted to manager. **Allan Klenman,** formerly Vancouver sales manager, CKNW New Westminster, B. C., to CKDA as local sales manager.

Chicago Educ. Tv Needs Half Million

STILL LACKING over half a million dollars for operating expenses through the spring of 1957, the Chicago Educational Television Assn. has set aside March 11 to raise funds for WTTW (TV) that city.

Edward L. Ryerson, CETA president, WTTW licensee, announced plans for the drive Wednesday, noting that $175,000 has been raised thus far from "special gifts and contributions." WTTW set its initial goal at $1,100,000 for construction and first year operation before going on the air last September with a limited schedule. WTTW operates on ch. 11 Monday-through-Friday, 4-10 p.m. CST, from new studios in the Museum of Science and Industry.

Over 300 Illinois communities will participate in the March 11 drive, headed by Mrs. Robert E. Meany, past president of the Illinois Congress of Parents and Teachers, and George Sisler, vice president of Chicago's First National Bank.

Wisconsin U. Radio Series Given $3,960 Educ. Grant

THE U. OF WISCONSIN has received a $3,960 grant from the Educational Television & Radio Center, Ann Arbor, Mich., to finance 13 half-hour shows to be produced by the university's non-commercial station, WHA Madison, for national distribution to other educational stations.

Prof. H. B. McCarty, WHA director, said the series, *America Onstage*, will present American life and attitudes as reflected in significant American plays beginning with the first native comedy in 1787.

Wisconsin is one of nine colleges and universities awarded grants totaling about $40,000 by the Center for the production of educational radio programs during the 1955-56 school year.

WROL Gives $50,000 Antenna To U. of Tennessee Station

WROL Knoxville, Tenn., has given the U. of Tennessee's WUOT (FM) an eight bay antenna and a 10 kw transmitter with a combined value of $50,000, according to Kenneth D. Wright, university station director.

Mr. Wright said the gift is an example of the spirit of cooperation existing between commercial stations and the state university. Sixty-five of these stations give free time to more than 2,000 quarter-hour programs produced and distributed by the university, he said.

KDKA Makes Gift to College

KDKA Pittsburgh last week presented Chatham College (formerly Pennsylvania College for Women) in that city with its musical arrangements collection, described as one of the largest collections of its kind in the United States and valued at $50,000.

Included in the library are more than 2,000 complete instrumental orchestrations of symphonies, suites, light opera, opera and musical comedy; more than 5,000 vocal orchestrations for grand opera, light opera, musical comedy and popular songs; more than 3,000 pieces of sheet music dating from 1929 to 1953, and an unestimated number of popular arrangements ranging from duets to large choral arrangements.

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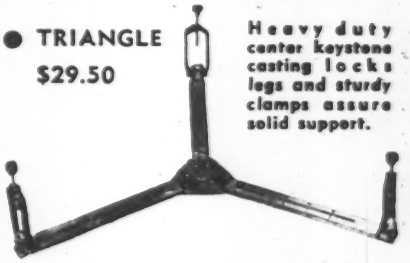

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—PROGRAMS & PROMOTIONS—

CONDUCTS COKE CAP AUCTION

IN CONJUNCTION with the Coca-Cola Bottling Co., Syracuse, N. Y., WHEN-TV there is auctioning off cartons of king-size Cokes and other gifts for the largest number of Coca-Cola bottle caps produced by a bidder. In a planned audience participation show titled *Auction Block*, WHEN-TV will auction off more than $100 worth of gifts a week to viewers who bid on particular items with the highest number of bottle caps.

BIG SEND-OFF FOR WREC-TV

MEMPHIS knew about it when WREC-TV went on the air. Preceding the Jan. 1 debut of Hoyt Wooten's new station the *Memphis Press-Scimitar* and the *Commercial Appeal* each carried a 10-page WREC-TV section. Full page station ads led off news sections filled with congratulatory advertisements by Memphis businesses, CBS program features and tv news. WREC-TV also used day and night painted billboards, sheet posters, bus cards and other promotions.

WOV ANNOUNCES JAZZ CONTEST

WOV NEW YORK, American-Italian language independent, has announced this year's jazz piano scholarship competition among high school and college jazz pianists, whereby three winners are given free advanced training by such jazz pianists as Mary Lou Williams and Hank Jones. Closing date for applications is Jan. 29, with finals scheduled for late March. Further information may be obtained from Ruth Thompson, WOV, 730 5th Ave., N. Y. 19.

BUYING THE BUYERS

WOWO Ft. Wayne has launched a contest among 4,000 advertising agency account executives and timebuyers to point up the "neglected" market that lies between Detroit, Cincinnati and Chicago and is served by the station. The Westinghouse station has issued the first in a series of mailings outlining the importance of WOWO in serving its market covering 4 million people and ending with a "teaser" announcement that details on the contest will be provided in subsequent brochures. Prizes will include a two-week, all-expenses-paid trip for two to Jamaica, a Westinghouse laundromat, 10 Westinghouse electric blankets, 10 Westinghouse "Cook-N-Fryers," in addition to radios and watches.

—PROGRAM SERVICES—

LIFE MUSIC INC. BRINGS SUIT TO NULLIFY BMI, ASCAP, SESAC BLANKET LICENSING

Ultimate dissolution of three organizations, $7.5 million as treble damages under antitrust laws sought in court action. Among co-defendants are RCA, NBC, CBS Inc. and Columbia Records.

A SUIT to nullify blanket licensing by BMI, ASCAP, and SESAC—and seeking ultimate dissolution of those organizations—was filed Thursday by Life Music Inc., which split with BMI some two years ago and undertook to license broadcasters directly [B•T, March 8, 1954; Dec. 13, 1954].

In the suit Life Music also seeks, among other things, $7.5 millon as treble damages under the antitrust laws.

Named as co-defendants with the three performing rights organizations are RCA, NBC, CBS Inc., and Columbia Records and three of its subsidiaries: Columbia Music Publishing Co., Master Records Inc. and Okeh Music Publishing Co.

Counsel for the various defendants said late Thursday they had not seen Life Music's complaint and accordingly could not comment on the suit.

In all the years of stormy relationships between BMI and ASCAP, the suit marks the first time the two have been named co-conspirators. Spokesmen for both BMI and ASCAP called attention to this precedent, and a spokesman for ASCAP cracked: "You might say we're amused by the association."

Life Music, a music publishing firm whose principals are Barney Young and D. M. Fox, has had numerous disagreements with BMI, extending back to the period when it was a BMI affiliate, and more recently has been reported quarreling also with ASCAP. Its suit was filed by Sidney W. Rothstein, New York attorney, in the U. S. District Court for the Southern District of New York.

The suit charges that through the ownership of stations, networks, and "the major record producing and distributing companies," NBC and CBS have "control over a major segment of the supply and performance of music in the U. S.;" that NBC and CBS are "the major stockholders" of BMI and "exercise a dominant position" in its operation; that records "must" carry a label showing that the composition "is in either the BMI or ASCAP catalog and, to a lesser degree, in the catalog of defendant SESAC," and that "in the absence of any such label or marking . . . the broadcaster will not perform or use the composition."

Although representatives of the defendant companies declined to comment on the action pending receipt and study of the complaint, observers pointed out in connection with the attack on the blanket licensing procedure—a key target of the suit—that blanket licensing by both ASCAP and BMI has been permitted by the government under consent decrees involving these organizations.

The suits asks for:

1. "A preliminary and permanent injunction" outlawing the blanket license agreement; forbidding defendants to give preference or priority to "the performance, recording, publication or exploitation" of works to which BMI, ASCAP, or SESAC hold copyright or performance rights; forbidding the marking of records "as either BMI or ASCAP records;" forbidding BMI to give rebates or discounts to its licensees or to provide them with any service (e.g., clinics, programming services) "other than a title clearance service;" forbiddng BMI to enter into any agreement with a member or affiliate "whereby the compensation paid or to be paid by defendant BMI to such members or affiliates is based upon guarantees or other arbitrary considerations regardless of actual performance or use of the musical works and compositions of such members or affiliates;"

2. "A permanent, mandatory injunction" directing BMI, ASCAP and SESAC to offer licenses on a per-use-per-selection basis with rates "fairly and reasonably fixed;" and requiring NBC and CBS and their subsidiaries and affiliates to divest themselves of all common stock and other interest in BMI.

3. That radio and tv stations owning capital stock in BMI—the complaint placed the number at about 700 radio stations—"be directed to divest themselves of such stock in any ancillary or supplementary proceeding to be instituted;"

4. "For separate, different and affirmative relief," that the court instruct the "appropriate" U. S. government agency to take steps to enforce compliance with antitrust laws and also such action "as may be necessary and proper for the dissolution of the defendants BMI, ASCAP, and SESAC."

5. That Life Music be awarded $7.5 million as treble damages to date, plus "threefold the amount of damages which plaintiff may hereafter sustain up to the entry of judgment herein, by reason of the illegal and unlawful acts and conduct of the defendants in violation of the antitrust laws."

Life Music charges in the suit that BMI, ASCAP, and SESAC own or control the performance rights to "upwards of 95%, if not all, of the music performed by radio and television stations and other users throughout the U. S." The annual gross volume of business of these three organizations, the complaint claims, is approximately $30 million.

Life Music contends that during the time it was affiliated with BMI—from about Oct. 20, 1948, to about Feb. 28, 1954—performance of the music in its repertory, which had been assigned to BMI, increased to a point where, in 1953, Life Music's earnings from BMI "amounted to upwards of $250,000." Before

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*** 1953 ARB Projected Readership Survey**

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disaffiliation from BMI, the suit continues, the uses of Life Music's works totaled "at least 10%" of the uses of all musical works in the BMI catalog.

When Life Music split with BMI, the complaint asserts, LM's works were deleted from the BMI repertory and LM undertook to license stations directly—first for its approximately 195 original works and subsequently including also an offer of clearance for approximately 50,000 other musical works, the latter "being for the most part in the public domain." LM continues:

"The response to both these aforesaid offers was *de minimis.* The offerees and prospective users represented to plaintiff (Life Music) that they would perform plaintiff's musical works and compositions but were unable to do so because of the blanket license agreements they were obliged to purchase from defendants BMI, ASCAP, and SESAC; that the economic burden occasioned by the aforesaid rendered it economically impossible to purchase additional performance rights licenses."

Life Music says that it offered to sell performance rights licenses to its original works to NBC and to CBS but that these network companies refused to purchase "except upon unreasonable, unjust, and wholly inadequate terms and conditions." BMI also rejected a Life Music attempt to reaffiliate, the complaint asserts.

Asserting that stations spend the equivalent of about 25% of their net income on blanket license agreements with BMI, ASCAP and SESAC even though they actually use only a small percentage of the numbers in these catalogs, the complaint charges the three organizations "resort to the use of the blanket license agreements . . . for the sole purpose and with the design of dominating and controlling the available and normal channels of musical use and exploitation in the U. S., and to create, establish and perpetuate a monopoly, and to obstruct, limit and restrict trade and commerce therein."

BMI, ASCAP, and SESAC "as a general operational policy" do not offer or sell per-use-per-selection licenses "and, in rare instances, where a per-program agreement is requested . . . it is tendered by said defendants on onerous terms . . . and at economically prohibitive rates," the suit charges.

Life Music claims that, while affiliated with BMI, it entered into independent agreements with some 600 radio stations, all licensees of BMI, and that the logging reports furnished by these stations regarding uses of LM music "indicated a gross inaccuracy in the logging reports which defendant BMI employed as a basis for its payment of compensation to plaintiff."

Station Authorizations, Applications

(As Compiled by B • T)

January 5 through January 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Jan. 11

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,814	2,809	207	228	152
Fm	536	526	52	18	1

FCC Commercial Station Authorizations
As of December 31, 1955*

	Am	Fm	Tv
Licensed (all on air)	2,804	521	147
Cps on air	20	19	335
Cps not on air	111	17	108
Total on air	2,824	540	482
Total authorized	2,935	557	590
Applications in hearing	152	1	166
New Station requests	217	4	28
New station bids in hearing	97	0	112
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Dec.	0	0	0
Cps deleted in Dec.	2	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Jan. 11

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	342	100	442
Noncom. Educ. on air	13	5	18

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	298	310	608[1]
Noncom. Educational	19	17	36[2]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	966	337	780	543	1,303[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,025	337	792	570	1,362[5]

[1] 161 Cps (32 vhf, 129 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Bishop, Calif.—Inyo Bcstg. Co. application for new tv station returned to applicant for nonconformance with rules re proposed frequency assignment. Action of Jan. 10.

APPLICATION

Elmira, N. Y.—Elmira Star-Gazette Inc., vhf ch. 9 (186-192 mc); ERP 316 kw vis., 189.5 kw aur.; ant. height above average terrain 1,000 ft., above ground 515 ft. Estimated construction cost $501,850, first year operating cost $480,000, revenue $635,000. Post office address 201 Baldwin St., Elmira. Studio location Elmira. Trans. location Southport, N. Y. Geographic coordinates 42° 00' 26" N. Lat., 76° 49' 18" W. Long. Trans. and ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Richard K. Blackburn, Rochester, N. Y. *Elmira Star-Gazette* is owned by Gannett Co. which owns **WHEC-AM-TV Rochester, N. Y., WENY Elmira, WDAN-AM-TV Danville, Ill.,** and **WHDL-AM-FM Olean,** N. Y. Gannett Co. owns or controls 17 newspapers. Filed Jan. 9.

APPLICATIONS AMENDED

Coos Bay, Ore.—KOOS Inc. amends application for new tv station to change officers and directors, stock and stockholders and studio location to northwest corner of 3rd and Commercial Sts., Coos Bay. Amended Jan. 9.

Coos Bay, Ore.—Pacific Television Inc. amends application to correct coordinates and change studio location to "none proposed." Amended Jan. 9.

Lead, S. D.—Black Hills Bcstg. Co. of Rapid City amends application for new tv to furnish additional financial data, to show change in construction cost, programming, hours of operation, furnish amended articles of incorporation, change ERP to 9.5 kw vis., 4.75 kw aur., change studio location to trans. site at Terry Peak, Lead, and request waiver of sec. 3.613 of FCC rules, change ant. height above average terrain to 1,607 ft. and make equipment changes. Amended Jan. 9.

Port Arthur, Tex.—Jefferson Amusement Co. application for new tv amended to change officers, directors, stockholders, programming, hours of operation, construction and financing, change description of trans. location (not move), change studio location from 2912-30 17th St., Port Arthur, to 17th and Woodworth Blvd., Port Arthur, change trans. and ant. system and other equipment and ant. height above average terrain from 682 ft. to 702 ft. Amended Jan. 6.

Existing Tv Stations . . .

APPLICATIONS

WBZ-TV Boston, Mass.—Seeks cp to change ERP to 56.24 kw vis., 28.12 kw aur., change trans. location to 101 St. Mary St., Needham, Mass., and make equipment changes. Filed Jan. 9.

WROW-TV Albany, N. Y.—Seeks mod. of cp (which authorized new tv station) to change ERP to 515 kw vis., 256 kw aur. and make equipment changes. Filed Jan. 6.

WTVE (TV) Elmira, N. Y.—Seeks mod. of cp to change to ch. 9, change ERP to 190.5 kw vis., 95.5 kw aur. and make equipment changes. Ant. height above average terrain 1,168 ft. Filed Jan. 10.

WKBT (TV) La Crosse, Wis.—Seeks cp to change ERP to 250 kw vis., 125 kw aur. and make equipment changes. Ant. height above average terrain 808 ft. Filed Jan. 6.

PETITION

Albert J. Balusek—Petitions FCC to amend rules so that sec. 3.630 will read: "All tv station

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broadcast licenses will be issued as to expire at hour of 3 a.m. EST and will be issued for normal license period of five years." Announced Jan. 6.

New Am Stations . . .

APPLICATIONS

West Warwick, R. I.—Neighborly Bcstg. Co., 1420 kc, 500 w D. Post office address 25 7th St., Providence. Estimated construction cost $12,100, first year operating cost $21,000, revenue $53,000. Principals are: Pres. **Jack C. Salera** (47.5%), part owner-manager of **WNRI Woonsocket, R. I.**; Secy. **Peter B. Gemma** (47.5%), pres. Perk T.V. Corp., and Treas. **Lorraine M. Salera** (5%), WNRI secy. Filed Jan. 10.

Big Spring, Tex.—J. Homer McKinley, 1270 kc, 1 kw D. Post office address 410 Petroleum Bldg., Big Spring. Estimated construction cost $28,300, first year operating cost $40,000, revenue $60,000. Mr. McKinley is feed dealer. Filed Jan. 5.

Existing Am Stations . . .

ACTION BY FCC

KLIF Dallas, Tex.—Application for mod. of license to change name of licensee corp. from Trinity Bcstg. Corp. to McLendon Investment Corp. returned to applicant; filed in wrong name. Returned Jan. 9.

APPLICATIONS

KEVT Tucson, Ariz.—Seeks cp to change hours from D to unl., change frequency from 690 kc to 1600 kc; increase power from 250 w D to 500 w N and 1 kw D. Filed Jan. 9.

KAFY Bakersfield, Calif.—Seeks cp to change from DA-1 to DA-2; contingent on outcome of pending cases. Filed Jan. 6.

KWIP Merced, Calif.—Seeks mod. of cp to specify studio location and operate trans. by remote control. Filed Jan. 9.

KVOD Denver, Colo.—Seeks cp to change from DA-1 to DA-N and request for remote control operation of trans. during D. Filed Jan. 6.

WTUX Wilmington, Del.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 5.

WFBF Fernandina Beach, Fla.—Seeks cp to increase power from 250 w D to 1 kw D. Filed Jan. 9.

WKMC Roaring Spring, Pa.—Seeks cp to increase power from 500 w to 1 kw and make equipment changes. Filed Jan. 10.

APPLICATION AMENDED

KWIQ Moses Lake, Wash.—Application for mod. of cp to change ant.-trans. studio location and remote control point to W. 414 3rd Ave., Moses Lake, Wash., amended to change ant.-trans. location to 2760 ft. south of intersection of County Rd. and U. S. Hwy. 10. Amended Jan. 9.

Ownership Changes . . .

ACTIONS BY FCC

KGEE Bakersfield, Calif.—Granted assignment of license to KGEE Inc. for $85,000. Principals include: Pres. **C. Dexter Haymond** (55%), vice pres. -2.4% owner of **KIT Yakima**, and vice pres.-6.7% owner **KMO-AM-TV Tacoma**, both **Wash.**; Vice Pres. **Carl E. Haymond** (45%), pres.-97.6% owner KIT, pres.-93.3% owner KMO-AM-TV, and Secy.-Treas. **Paul F. Benton** (no stock), secy.-treas. of KIT and KMO-AM-TV. Granted Jan. 11.

WDVH Gainesville, Fla.—Granted assignment of license to WDVH Inc.; stock transaction. **Winnie S. Vaughn** and **Thomas R. Hanssen** own 33.3% and 61.6%, respectively, of WDVH Inc. Five percent is owned by Secy.-Treas. **James L. Hailes**, former commercial salesman for **WRUF Gainesville**. Granted Jan. 11.

WFEC Miami, Fla.—Granted assignment of license to Florida East Coast Bcstg. Co. for $70,000. Principals are: Pres. **Harry Trenner** (60%), dir., RKO Teleradio Pictures, and vice pres., MBS; Vice Pres.-Secy. **Herbert Schorr** (40%), gen. manager of WFEC; **Florence Trenner**, housewife, and **Lillian Schorr**, WFEC employe. Granted Jan. 11.

WSTU Stuart, Fla.—Application for assignment of license to Blue Water Bcstg. Co. returned application not complete. Action of Jan. 6.

WKLX Paris, WPRT Prestonsburg, both **Ky.**—Granted assignment of cp and license, respectively, to **Stephens Industries Inc.** Corporate change only; no change in control. Granted Jan. 5; announced Jan. 10.

WKLZ Kalamazoo, Mich.—Granted assignment of cp to Circle Corp. Change is corporate only; no change in control. Granted Jan. 5; announced Jan. 10.

WKOV Wellston, Ohio—Granted transfer of control (65%) to **Dexter Park Robinson**, presently 25% owner of station, for $13,000. Granted Jan. 11.

KGW Portland, Ore.—Granted assignment of license to North Pacific Television Inc. King Bcstg. Co., presently 40% owner of station licensee, is to acquire additional 20% for $175,000. Licensee corporation will then be dissolved and merged with North Pacific. King Bcstg. is licensee of **KING-AM-FM-TV Seattle, Wash.** North Pacific is permittee of **KTLV-TV Portland** (not on air) for which large equipment expenditures are contemplated. Granted Jan. 5; announced Jan. 10.

WFBG-AM-TV Altoona, Pa.—Granted transfer of control to Triangle Publications Inc. for $3.5 million. Triangle owns **WFIL-AM-FM-TV Philadelphia, WNBF-AM-TV Binghamton, N. Y., WLBR-TV Lebanon, Pa.** and 50% of **WHGB Harrisburg, Pa.** Granted Jan. 11.

WCED-AM-FM Du Bois, Pa.—Granted transfer of control to **Jason S. Gray** and **Harold T. Gray**, Purchase price of $266,846.06 includes real estate, *Du Bois* (Pa.) *Courier-Express*, and other printing property. No breakdown of price was made. Messrs. Gray each held 25% of WCED-AM-FM prior to present transaction. H. T. Gray is 12½% owner of **WILK-AM-TV Wilkes-Barre, Pa.** Granted Jan. 11.

KZIP Amarillo, Tex.—Granted assignment of license to Panhandle Bcstg. Co. for $20,000. Present stockholders **David P. Pinkston** and **Ray Winkler** will then be equal partners. Mr. Winkler is purchasing 40% of station held by **W. J. Duncan** for above amount. Granted Jan. 5; announced Jan. 10.

KSYD, KWFT-AM-TV Wichita Falls, Tex.—Granted assignment of KWFT to **Nat Levine, Irving and Murray Gold, Sidney Grayson, Theodore Shanbaum** and **Ben, Leon and Roy Aaron** (Messrs. Grayson and Levine presently own KSYD) for $75,000 and of KWFT-TV for $750,000 plus $73,366.40 for color and power-boosting equipment not yet in use. KWFT is then resold to present principal **Kenyon Brown** for $75,000. KSYD ownership is to be enlarged to include Messrs. Aaron, Shanbaum and the Golds. New KSYD owners are to purchase their interests for $40,600 and hold same percentages in KSYD as in KWFT-TV. Mr. Grayson, pres., will hold 5%; Mr. Levine, secy-treas., 25%; Irving Gold, vice pres., jobber of venetian blind supplies, 12.5%; Murray Gold, electrical contractor, 12.5%; the Aarons (Ben is a vice pres.), dry goods wholesalers, each holds 6.7%, and Mr. Shanbaum, vice pres., optical firm interests, 25%. Granted Jan. 11.

KULA-AM-TV Honolulu, Hawaii—Granted assignment of license from Pacific Frontier Bcstg. Co. to Television Corp. of America Ltd. for $600,-825.50. Principals include: Pres. **Richard C. Simonton** (25%), electrical engineer, wired-music interests, and 36.6% owner of **KRKD-AM-FM Los Angeles**; Exec. Vice Pres. **Jack A. Burnett** (25%), 10% owner of Pacific Frontier; Secy.-Treas. **Arthur B. Hogan** (25%), investment broker and pres. of KRKD-AM-FM and **Albert Zugsmith** (25%), movie producer, media broker. Albert Zugsmith Corp., owned by Messrs. Hogan and Zugsmith, is 36.6% owner of KRKD-AM-FM. Granted Jan. 11.

APPLICATIONS

WHOS-AM-FM Decatur, Ala.—Seek assignment of licenses to North Alabama Bcstg. Co. for $35,000. Principals are present 50% owner **John H. Jones** and his wife who was not member of corporation. Filed Jan. 10.

KGAN Kingman, Ariz.—Seeks assignment of license to Stonybrook Bcstg. Co. for $25,000. Equal partners are **Wallace E. Stone**, former sales-promotion manager of **WITV (TV) Fort Lauderdale, Fla.**, and **John F. Holbrook**, free lance radio-tv announcer. Filed Jan. 5.

WSTU Stuart, Fla.—Seeks assignment of license to Blue Water Bcstg. Co. Change is corporate; principal stockholder **Lester M. Combs**, also is transferring 16% of his interest in station to his wife. No change in control. Filed Jan. 10.

WCPM Cumberland, Ky.—Seeks assignment of license to Tricity Bcstg. Co. for $18,000. Sole owner **Edward F. Shadburne** is manager of WCPM. Filed Jan. 5.

WPEP Taunton, Mass.—Seeks acquisition of control by present 50% owners Mr. and Mrs. **J. Marshall McGregor** for $15,000. McGregors will now be sole owners. Filed Jan. 10.

WAAB-AM-TV Worcester, Mass.—Seeks assignment of license and cp to **Wilson Bcstg. Co.** Corporate change only; no change in control. Filed Jan. 5.

WDXN Clarksville, Tenn.—Seeks assignment of license to **Clarksville Bcstg. Co.** Corporate change only; no change in control. Filed Jan. 10.

WBEJ Elizabethton, Tenn.—Seeks assignment of license to WBEJ Inc. for $95,000. Principals are: Pres. **Raymond C. Turrentine** (25%); Vice Pres.-Gen. Manager **William R. Wagner** (25%), former manager of **WQOK Greenville, S. C.**; Vice Pres. **James L. Turrentine** (25%) and Secy.-Treas. **Anne Turrentine Hazen**. Filed Jan. 10.

KBRZ Freeport, Tex.—Seeks transfer of control to **William D. Schueler** for $59,525. Mr. Schueler is former 50% owner of Brent Gunts Prod. (radio-tv show producer) and former salesman for Interstate Television Corp. Filed Jan. 10.

WCAW Charleston, W. Va.—Seeks transfer of control to Pete Johnson Bcstg. Co. for $23,360 plus $17,200 in miscellaneous expenses. Sole

(Continues on page 102)

MAGNIFY YOUR SALES
IN THIS STABLE $140,000,000.00 MARKET
CBS KGVO-TV MISSOULA MONTANA
University City
Rich Lumbering and Agricultural Area
GILL-PERNA, reps.
157 Mountainous Miles from Spokane

INDUSTRIAL HEART OF THE TRI-STATE AREA
TV's New Queen
CHANNEL 13
316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

BMI
Stories from the Sports Record
Continuities for February
Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the winter sports scene.
February's continuity package contains 12 fifteen-minute programs featuring the sports of the month . . . ice hockey, basketball, hunting, track, along with some of the great anecdotes of the world of sports.
Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Station manager for 250 watt fulltime Carolina station needed. Prefer mature person with family, and at least three years experience. Good market, but competitive. Sales ability preferred, but not essential. Will consider selling part intrest to right person. Box 970E, B•T.

Outstanding opportunity for strong selling station manager. Contact Bill Tedrick, KWRT, Boonville, Missouri, immediately.

Experienced manager for new 1M watt daytimer 900kc. Third station in Mississippi's third market. Must have proven sales-management background. Complete charge. Want manager now to plan studios, equipment and build staff. Give complete details first letter. Enclose recent picture John T. Gibson, Delta-Democrat-Times, Greenville, Mississippi.

Salesmen

Radio salesman! Permanent! Guarantee, commission. Wisconsin. Full details, salary requirements. Box 906E, B•T.

Immediate opening for aggressive salesman. Salary and incentive. Must be experienced in major market operation. Write directly to Gus Nathan, Commercial Manager, WKNB, 1422 New Britain Avenue, West Hartford, Conn.

Salesman, if you are a top producer, we have good opportunity. Single station market. Commission plus draw. Opportunity for advancement excellent. Write WSPT, Box 251, Stevens Point, Wisconsin.

Immediate opening for male or female interested in settling in an active metropolitan district city. Some experience desired. Write or call WSTC, 270 Atlantic Street, Stamford, Connecticut. DAvis 4-7575.

Wanted—Experienced radio salesman for WTAD, 5 kw CBS affiliate. Draw against liberal commission. Write giving background, previous employment and photograph to WTAD, WCU Building, Quincy, Illinois.

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Outstanding disc jockey for midwest station. Must have ability to sell on air. Give complete details and references. Box 848E, B•T.

Experienced announcer for heavy commercial shift. Good newsman. Box 903E, B•T.

Young announcer with potential and some basic experience. Illinois kilowatt. $60 to start. Box 904E, B•T.

Wanted: Experienced announcer who is ready for competitive market of 125,000. Position open now. Wire immediately. Box 916E, B•T.

Wanted: Actor-DJ-stage, tv, radio acting experience (soap opera). Les Tremayne type voice. Narrative "story teller" delivery. Ohio. Box 944E, B•T.

General staff announcer: 250 watt southern Kentucky independent station. Experience desirable, but not necessary. Must be a native of Kentucky or bordering states. Send complete resume and audition tape, first letter. Must be married. Box 951E, B•T.

Leading independent station in large eastern market needs experienced announcer-engineer. Must have first class ticket. Short week. Good starting salary. Apply Box 955E, B•T.

Announcer-DJ wanted by top-flight eastern metropolitan indie. First class license preferred but not necessary. Top rate of pay for top man. This is permanent. Confidential. Box 123F, B•T.

Oregon CBS station wants another top grade production and sales-mined announcer. $100 for 40 hours plus percentage. Airmail tape to Bud Chandler, KFLW, Klamath Falls.

Opportunity for good experienced, married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Staff announcer. Commercial, ad lib, and board ability. Contact Bob Clausen, PD, KGLO, Mason City, Iowa.

Wanted: Good announcer with first class license. Good working conditions. Contact Jim Robinson, KOGT, Orange, Texas.

Combo-first phone, 250 watter, swell climate, good pay. No drunks. KTRC, Santa Fe, N. M.

Immediate openings for announcers, announcer-engineers, announcer-salesmen. New midwest station group. Contact Bill Tedrick, KWRT, Boonville, Missouri.

Progressive independent—Ohio's third market wants experienced hard selling DJ. Send tape to WHOT, Youngstown 8, Ohio.

Deejay. With personality and selling ability. Must know music and news type operation. Good salary and working conditions. Send tape to: C. F. Walker, WKDA, Nashville, Tennessee.

Announcer-chief engineer. Emphasis announcing—New beautifully equipped 1000 watt-daytimer—immediate. Send resume, tape or call Bill Duke. Main 4-4908, WKDL, Clarksdale, Mississippi.

Announcer with first class license for our mountain studios. Single, car and usual ability to live closely with others necessary. Liberal time off, good salary. Send tape and full details to WMIT, Charlotte, North Carolina.

Good announcer with 1st class license, capable of transmitter maintenance. Offer congenial staff, beautiful town, permanent job, ocean beaches, year 'round fishing, swimming, future tv opportunity. $350 month. WSTU, Stuart, Florida. Send tape, references.

RADIO

Help Wanted—(Cont'd)

Technical

Am transmitter engineer—5kw fulltime in midwest—experience preferred—salary depending on ability and experience. Box 911E, B•T.

Wanted: First class engineer-announcer. Immediate opening. Call or write KENM, Portales, N. M.

Wanted: Combination engineer-announcer, permanent position. Send tape, KPOW, Powell, Wyoming.

Engineer with first phone license at 1 kw directional. Vacation, sick leave plan. Announcing unnecessary. Need immediately. Contact Lloyd McKinney, WACL, Waycross, Georgia. Phone 2475 after five p.m.

Immediate opening for first class engineer-announcer. $80.00 per week—40 hours. Reply WCPM, Cumberland, Kentucky.

Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume. WKNK, Muskegon, Mich.

Progressive independent in ideal southwestern climate needs chief with air experience for announce shift and maintenance of Gates 250 w transmitter, remote unit, and studio equipment. Nation's 2nd-fastest growing city. Phone full details to: Ed Sleighel, 3-1744, collect, Albuquerque, N. M.

Seeking superior engineer-announcer with net calibre voice and versatility. Send tape showing pace and adaptability, plus experience and personal data, to Box 437 Kennewick, Washington. Pay $90 to $100 week.

Programming-Production, Others

Continuity writer for midwest. Male or female. Box 849E, B•T.

Program director-announcer. Mississippi daytimer. Southerner—25-35—married. Copy-interviews-special events-play-by-play. Join congenial staff at $75-$85 week. Box 907E, B•T.

Program director. Leading news and music regional in large midwestern city has opening for experienced man, able to take full charge of department. The man we want has a successful record as PD in like operation. He knows music, news, continuity and production, is a competent executive and willing worker. He is familiar with ratings and knows how to build them. Top salary and bright future to successful applicant. Please do not reply unless you have necessary qualifications. Give your background in detail, present earnings, and salary expected. Confidential. Box 956E, B•T.

Young aggressive Chicago advertising agency needs a writing automaton who can turn out reams of hard selling radio and tv commercials copy for local advertisers that will make cash registers ring! $75 a week to start—more as you prove your worth. Send complete personal and experience data, when you'll be available, plus sample radio commercials for jewelry store, furniture store, automobile dealer or other local merchant, in first reply. Everything kept strictly confidential. Box 969E, B•T.

Top-flight radio-tv newsroom in major market needs newsman capable of aggressive local reporting. Those without reportorial experience need not apply. The man we're looking for combines good reporting and writing with forceful delivery. Send tape, photo, news copy, and resume, including salary expected and when available to Box 980E, B•T.

Wanted: Continuity writer for fulltime 250 watt station in Wisconsin. Experience necessary. Must be able to write good copy, fast. Will pay well for experienced writer or anyone that can fill the job. Write Box 987E, B•T.

Radio program director, 5000 watt CBS affiliate, Great Falls, Montana. Must know all phases radio. Moral and financial responsibility, references required. Must have own transportation. Position open Jan. 16th. Do not send tapes unless requested. State minimum salary acceptable. Airmail all replies, including photograph, to Assistant Manager, KFBB, Box 1139, Great Falls, Montana.

Radio news reporter, male or female. Opportunity for active participation in local news gathering and writing. Some experience preferred. Write or call WSTC, 270 Atlantic Street, Stamford, Conn. DAvis 4-7575.

Copywriter wanted immediately. Must be experienced, able to write hard sell copy and run continuity department. Will pay excellent scale to right person. Send full resume to WTAC, 740 South Saginaw, Flint, Michigan. Michigan second largest market.

RADIO

Situations Wanted

Managerial

Manager-salesman for hire. Present account executive for top station. Heavy on organization and sales. Always bill of $100,000. Not arm chair man, high pressure or fly by night. My account always renew. Family, college, 33, experience: Manager, commercial manager, large and small markets. Have first ticket. Have put station on air from ground up. Best references. Available for interview. Box 854E, B•T.

General manager or sales manager—top experienced organizer—salesman. Family man. Desires permanency with good station. Box 102F, B•T.

Manager. Can also direct sales. Radio veteran. Aggressive, dependable, efficient. Box 103F, B•T.

Manager—aggressive—imaginative—dependable. Came up the hard way—announcing—programming—sales—sales manager—manager. Presently employed $10,000 yearly plus. Wants to relocate permanently in pleasant growing community. I know how to build ratings, sales and good will. Am looking for a high calibre station into which I can put all my energies and take pride. Top personal and business references guaranteed. Box 106F, B•T.

Managerial-ownership opportunity desired. Can invest. 12 years rounded experience. 35. Family. Best references. Box 125F, B•T.

Salesmen

Ohio. Salesman, high calibre anonuncer, good voice. Experienced. Emphasis on sales. First class license. Box 968E, B•T.

One of the industry's top sales-gals is looking for a change . . . in climate. I'm more than happy with my current position, where I bill over $5,000 a month in one of the top 10 markets, but both my young daughter and I need a warmer climate in which to live. I have sold both on the air and off and have been billed as top talent on a network tv show. My minimum salary requirement is $150 a week and I would like to double in air work and sales, but predominantly sales. Box 100F, B•T.

Announcers

Country western DJ, musician-specialist. Experienced staff announcer. Third. Presently employed. Sincere, progressive stations only. Salary—talent. Box 841E, B•T.

Experienced announcer, third class license. Wants to settle small station Georgia, Florida, Alabama. Box 861E, B•T.

Experienced announcer. Desires permanent position with small station. 250w-1000. Excellent background. Tape. Box 891E, B•T.

Announcer or PD for radio or tv. Knows sports. Married, 33. Average voice. Box 905E, B•T.

Award winning sportscaster wants larger market. Ten years in the industry, last two with joint radio television operation. Resume and brochure will reveal capabilities. Box 954E, B•T.

Announcer—six years in radio. All phases of air work except play-by-play sports. Married, sober, reliable. Presently employed. Box 958E, B•T.

Morning man. 5 year proven top rating in highly competitive midwest, six station market. Radio, tv, stage and motion picture background. Nothing under $125. Box 959E, B•T.

Country DJ—nine years experience—radio or tv. Musician—employed. Box 967E, B•T.

Announcer, first phone, five years successful experience all phases, especially air. News editor, copy and PD. Interested in combo operation. Would consider learning sales. Prefer small town (1500) in Florida. Will accept others. Box 972E, B•T.

Announcer, two years radio experience all phases except play-by-play, recent first phone. Seek permanent announcing or combo position. Some tv desirable. Responsible family man, 25, discharged veteran. Prefer in person interview. Available February. Box 973E, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 974E, B•T.

Think! It's not always necessary to pay high wages in order to get a good performance. Top newscaster, DJ, personality, commercials. Idea man personified. Someone different. Willing and capable. Box 976E, B•T.

Announcer—DJ—sports—news, veteran—24—reliable—good references—tape. Box 977E, B•T.

Comboman, first phone, please DJ personality, authoritative newscast, limited experience. Tape and references. Can relocate. Box 984E, B•T.

Situations Wanted—(Cont'd)

Announcers

Top-flight announcer available immediately. Now employed as news editor of live five kilowatt midwestern indie. Looking for a future. Married, draft exempt, sober, steady. Best recommendation from present employer. Box 985E, B•T.

Florida-Texas-New Mexico-Arizona-California stations. Need capable, experienced listener getter, newsman? Let's confer. Box 989E, B•T.

1½ years experience. Employed. Desires permanent position in northeast. Dependable. Box 993E, B•T.

DJ, news, sports. Beginning program for creative young college grad. (MA). N. Y. show business experience. Box 994E, B•T.

News, sports, first phone. Eight years play-by-play football, baseball, basketball. State award winner news, sports. Remotes and special production. Writing. Ideal for PD's job. Some sales. If deal is right will invest. Currently at $6,500. Interview is necessary. Prefer west, midwest or southwest. All offers considered and answered. Box 995E, B•T.

Give your listeners or viewers a new personality for '56. Box 996E, B•T.

Woman announcer and disc jockey, experienced. Box 997E, B•T.

Pianist wants to learn radio announcing. Prefer northeast, immediate south. Experienced accompanist. Small station. Box 998E, B•T.

Experienced pop DJ staff announcer. Presently employed midwest. Wishes to relocate to east coast. Prefer Middle Atlantic or New England states. Box 999E, B•T.

Now hear this tape! California tv announcer wants California radio. DJ or staff, 9 years experience, family man, desires permanency, $95.00 minimum. Box 104F, B•T.

Young college man desires summer job. Going into radio business. Three years DJ, announcing, engineering experience. Would like to learn all phases radio business. Original! Box 105F, B•T.

Platter spinner. Sportscaster, newsman, veteran, single. Tape on request. Box 107F, B•T.

Tops in copy. Disc jockey. This idea gal is great. Hire me now. Not too late. Box 108F, B•T.

Young vet, 22, beginner, radio school graduate, looking for steady position as announcer or position leading to announcing. Box 109F, B•T.

Experienced staff announcer wishes position with progressive station. Mature voice, good news, heavy commercial. Tape and resume. Box 110F, B•T.

Excellent announcer. Play-by-play all sports. Personality DJ. 5 years experience, all phases. $100 minimum. Tape, resume, references. Box 111F, B•T.

Top-notch staff announcer, newscaster—terrific selling voice, family, presently working southern network . . . interested relocating north. Box 113F, B•T.

Radio DJ and/or tv MC. 8 years experience. Now earning $100 week. Family. Dependable. Box 114F, B•T.

Personality-DJ, production minded, 6 years radio and tv, musician, college grad. Box 115F, B•T.

Play-by-play sports, 6 years radio and tv, college grad. Box 116F, B•T.

Announcer-DJ, ten years experience, every phase radio, some tv. Employed. Want job with future. Minimum $125, talent. Personal interview if feasible. Box 120F, B•T.

Let's go. Stations within 200 miles N.Y.C. Here's an experienced staff announcer, DJ. Good knowledge music, strong news, commercials that sell. C.B.O. 3rd ticket, single, mature. Best references. Available one week. For particulars contact Jack Collins, 16 Madison Avenue, Yonkers, N. Y. Phone YO 3-1021. Act now!

North Carolina (preferably Piedmont)—experienced staff announcer, native North Carolinian. College graduate. Married. Bill Gates, Longchamps Apartment 6-A, Macon Avenue, Asheville, N. C. Phone 3-3250.

Top negro DJ. Pops to rhythm and blues. Top commercials. Will travel. Tape, photo, data available. James Itson, 5933 Calumet, Chicago.

Experienced announcer relocating permanently. Staff, versatile air personality, news, commercials. Teenager platter appeal. Tom Hopkins, Box 775, Bernardsville, New Jersey, after 6 p.m.

Situations Wanted—(Cont'd)

Announcers

Staff announcer. Broadcasting school graduate. Bill Parker, 2219 N. Parkside, Chicago.

Experienced announcer returning from Army desires position in Texas. Joe Sones, Box 705, New Boston, Texas.

Technical

Want transmitter position, 1st phone, 1 year experience. Phone Denver RA 20439. Box 919E, B•T.

Desire change in location. One year's experience as chief of small station. No bad habits. Box 924E, B•T.

Engineer. Presently employed as CE, must relocate due to health. Desires permanent position as CE with progressive established station. Married. 9 years experience. Good references. Prefer south or southwest, will consider any. Available mid-February. Box 978E, B•T.

Engineer, 1st phone, experienced, desires permanent position with well established station. Capable of operation and maintenance and willing take responsibility. Would like to file application with stations anticipating future engineering staff expansion or offering tv opportunity. Box 981E, B•T.

Tv studio engineer, 3rd phone, all phases, including film technician. Married, children, reliable. Resume available. Prefer northeast. Paul Scibetta, 138 James Street, Lodi, California.

Programming-Production, Others

Copywriter—four years radio, two television. Have deejay, directing, production experience. Box 953E, B•T.

Woman's show . . . experienced in air work, programming, all phases, four years. References. Available two weeks. Box 982E, B•T.

Program director. Assistant manager. Ten years experience competitive markets. Air work if needed. Strong special events, news. Family man. Box 983E, B•T.

(Continued on next page)

WANTED! WANTED!

ANNOUNCERS

NEWS DISC JOCKEY STAFF

NEWS Must be able to gather and edit on local level as well as compile national; report and announce same. Prefer man with newspaper background or radio journalistic experience.

DISC JOCKEY Must have definite individual style and personality; able to ad lib. (Will consider colored or white).

STAFF Must be good commercial copy man with voice sales personality. Ability to ad lib is desired.

Requirements are needed for 1000 watt Regional Daytime Station located in Kentucky. Must have board ability. Salary open for right men but they must be good. Send tape, complete resume of background, including recent photograph, in first response.

Box 124F, B•T

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Outstanding producer-director, three years experience. Excellent background. Box 991E, B•T.

Though happily employed I want to better myself. Eight successful years as announcer, salesman, program director and assistant manager. If you need production conscious, aggressive program director or general manager, let's get together. Young family man with ambition and experience. Eastern location preferred but will move anywhere for right opportunity. Box 121F, B•T.

TELEVISION

Help Wanted

Salesmen

One of America's best and best-known television stations has opening for one new salesman at $7,500 to $10,000 first year. Very large midwestern city. Applicants must be college graduates under 35, with at least 18 months experience in television sales. Send all details and snapshot to Box 965E, B•T.

Man with proven local tv sales history, for well-known NBC-affiliated vhf in major southeastern market. Excellent opportunity for right man. Send complete background, earning history, photograph. Box 992E, B•T.

Wanted—experienced radio or television salesman to sell television in two-station market for CBS affiliate, 316 kw on channel 7. Write giving background, previous employment, and photograph to KHQA-TV, WCU Building, Quincy, Illinois.

Announcers

Tv announcer who can do outstanding newscasts and some general staff work. Successful vhf net affiliate in southwest. Consider mature radio announcer seeking tv opportunity. Box 963E, B•T.

Experienced tv all-around staff man. Possible to produce your ideas into shows. Apply in person or sound on film auditions. Peter Gallagher, WGLV-TV, Easton, Pa.

TELEVISION

Help Wanted

Announcers

Want your chance to try tv. WIMA Radio-Tv, Lima, Ohio, wants experienced announcer who can do strong professional job on commercial, news, and DJ personality show. Singing or specialty talent helpful. Send photo and tape.

Technical

Experienced transmitter engineer for 316kw installation in midwest. Salary depending on experience and ability. Give full particulars in first letter. Box 910E, B•T.

Wanted: Experienced tv maintenance chief engineer for northwest CBS station. Give references and salary requirements. Box 940E, B•T.

Immediate opening for television engineer with first class ticket. Permanent. Non-metropolitan market. Maintenance experience preferred. Box 964E, B•T.

Programming-Production, Others

Television promotion assistant wanted. Must be strong on publicity and have education and/or experience in merchandising. Advancement opportunities for hard worker. Tell all first letter. Box 915E, B•T.

Program director for maximum powered NBC-TV affiliate. Must have ideas, be able to maintain good production and handle staff. Prefer man who can also do some announcing. Right man can become assistant station manager. Box 962E, B•T.

Fine opportunity for newsman with strong midwest tv-radio outlet. Want man who can report and write local news and do both television and radio air work. Send full information, tape, availability, salary, photo, experience to Box 119F, B•T.

Situations Wanted

Announcers

Announcer, 3 years radio southwest, now employed, desires television opportunity, or radio with tv in future. Age 26, married, dependable. Box 961E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Tv engineer, construction experience, 4 years operational experience, availability January 31st. References. Box 990E, B•T.

Tv chief engineer for three years. Ex-NBC New York. Put three stations on air. Experienced all phases uhf and vhf. Major station operation, management and construction. Desire climate change. Bill McAlister, 970 Cedar Hills Blvd., Beaverton, Oregon.

Programming-Production, Others

Production manager with medium size vhf interested in position as director in larger operation. Resume on request. Box 897E, B•T.

Production-Programming, Others

Tv program director-production manager who can direct and switch. 6 years tv. Best references. Box 957E, B•T.

Television director-announcer, experienced. Seeking permanent location small or large market. Box 960E, B•T.

Production specialist—top director-announcer, 2 years tv. Seeking opportunity in larger market. Box 971E, B•T.

Tv cameraman. SRT-TV graduate plus one year professional experience. Ambitious and meticulous. Salary up to employer. Desire to relocate in California. Box 975E, B•T.

Sincere program-production man will provide you versatility, imagination, loyalty, drive. PD of two U's seeks challenging "v" or agency position. College. Married. Box 986E, B•T.

Television-radio announcer-director, ad, floor manager. Strong mature voice. Confident creative direction. Experienced all phases radio, tv production. College and workshop graduate. Veteran. Married, family. Tape and photo on request. Box 118F, B•T.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome Call Northwest *first*. Our Employment Counselor... John Birrel... assures you of immediate, personal attention

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS..... 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C..... 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Tv writing desired. Novel handled currently Curtis Brown Agency. Won hundred dollar novel prize. Short story prize. Revised three novels request of national publishers. $125 minimum. Hollywood or New York. Recommendations exchanged for information. Hettie Milam Cook, 337 Camellia, Corpus Christi, Texas.

Stop-look-read, ambitious young married man seeks tv start. Trained all phases, finest schools. Will relocate. Excellent potential, references. James Masucci, 310 W. 80th Street, N. Y. C.

FOR SALE

Stations

Rapidly growing daytimer in $40,000,000 local market. Best opportunity in southest for person with the money. No giveaway but real value. Box 914E, B•T.

Will sell 20% interest for $10,000.00 in well-known national advertising and sales organization to a young man who will relieve me of traveling to various cities to call on radio-tv stations, or one experienced in marketing new products in midwest home office. Company has netted $20,000 to $90,000 annually since 1931. Write Box 979E, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Southern top 100 market, asking price $125,000, terms. Paul H. Chapman, 84 Peachtree, Atlanta.

We offer excellent radio and tv buys throughout the United States. Ask for our free list. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, Calif.

West Coast 250w fulltime. Exclusive, gross $50,000. Only $15,000 down. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern buyers should contact me for good sound deals in radio and tv stations. John Hanly, 1739 Connecticut, N.W., Washington, D. C.

Equipment

Frequency extension kit consisting of six high pressure nitrogen condensers, other related items. Material unused. Excellent condition. Sacrifice. Box 765E, B•T.

For sale: 500 feet of 5/8 inch coaxial cable for immediate delivery. Make bid. Cable in perfect condition. Contact Radio Station KIUP, Box 641, Durango, Colorado.

Western Electric 25-B console with attached metal desk. Write KLIZ, Brainerd, Minnesota.

For sale—300 G Collins 250 watt transmitter complete with tubes and FCC spares. Like new. Increasing power. Make offer. KWFC, Hot Springs, Arkansas.

PE-5A film camera channel (GE); PE-100A 16mm projector (GPL); PE-3C slide projector (GE); and other items. Never used! 50% off cost! Write Radio KXOA, Sacramento 15, California.

RCA counsel tape recorder . . . type RT-11A with accessories . . . make reasonable offer. WCNB, Connersville, Indiana.

2—RCA TK-20-D inoscope film camera complete with camera pedestals, control chassis, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TP-9C multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master monitors. Like-new condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. STerling 2-1145.

Audio equipment consisting of microphone and turntable preamps, program and monitor amps, mounted on relay racks and wired. Two consoles in good condition. For full details write Cliff Inman, WWIN, Baltimore, Maryland.

Console. Studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

Magnecord recording equipment—demonstrators. Perfect condition. Factory guarantee. Models PT63-AH, PT7-P, PT6-BAH (binaural), voyagers, portable Magnecordette, M-33. All 30% off list. U. S. Recording, 1121 Vermont Avenue, Washington 5, D. C.

FOR SALE—(Cont'd)

Equipment

Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductable expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, Inc., Channel 2, TV Building, 550 Lincoln Street, Denver, Colorado. KEystone 4-8281.

WANTED TO BUY

Stations

Will trade money-making motel, located on two major highways in Missouri, for radio station in any market over 100,000. Box 966E, B•T.

Equipment

Used lights: Key klieg—1500 to 2000, fill bucket—750 to 2500, or comparable. Box 864E, B•T.

World, thesaurus and Associated transcription catalogs issued prior to 1950 wanted. State condition and price. Box 895E, B•T.

Used 300mm beacon and #10 copper wire for ground system. Sell or trade three disc recorders, Fairchild, Radiotone, Presto. Box 952E, B•T.

Wanted: Video sweep generator, vhf demodulator, and lighting equipment. Write Evans, KLIX-TV, Twin Falls, Idaho—price and condition.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

RADIO

Help Wanted

Managerial

A REAL MANAGERIAL OPPORTUNITY

For a live wire, aggressive sales-minded manager or sales manager, who wants to be a manager, our station offers a real money-making deal, including salary and percentage. We operate a successful station serving an important southern, metropolitan market. State experience, sales record, education and other details and attach photo.

Box 117F, B•T

EXPERT

Sales Director for live wire indie in major market operation that's good. Must have experience and success record proof to qualify. Salary-override-profit bonus, plus possible part-ownership after several years through our progress sharing plan, if you are our man. All negotiations strictly confidential. Write full details and photo to President.

Box 122F, B•T

RADIO

Help Wanted—(Cont'd)

Technical

ENGINEERS WANTED

AM & TV transmitter engineers and studio technicians—immediate openings for permanent positions. Previous experience necessary. Salary depending on ability. Long established major western network affiliate. Airmail complete details to Box 943E, B•T.

Programming-Production, Others

TOP CONTINUITY JOB

Leading Ohio Indie wants Continuity Writer. Three years experience preferred. This is a professional writing job and your only responsibility will be to write hard-selling copy. You'll replace a pro who's been with us four years and is leaving for personal reasons. Salary open. Tell all first letter and enclose samples.

Box 880E, B•T

ARE YOU A NEWSCASTER?

. . . . ARE YOU GOOD?

If so, we can offer you a top-flight job (salary open) in a 50,000 watt operation located in a major midwest market. We are strong on news and have a hard-hitting news staff. So, if you are not *really* good, don't waste our time and yours, too. Rush tape and photo immediately to Box 101F, B•T. All tapes will be auditioned and promptly returned.

Situations Wanted

Managerial

RADIO-TV EXECUTIVE

Major company—national rep, six years experienced all phases advertising—11 years merchandising, station promotion, public relations, syndicated and feature films. Strong sales, local-regional-national. Know problems of national rep and what he needs to produce. Seek management connection, National or Local Sales Manager-Radio-TV or combined operation. Policy matter forces change. Age 35, married. Send for resume-photo. Available for interview.

Box 988E, B•T.

RADIO

Situations Wanted

Managerial

MANAGEMENT

I've never placed an ad like this, but I want to see my radio-TV Program Director move up the ladder. He has been my right hand. Fine, clean cut, imaginative, excellent administrator, trained in cost control. Please contact:

Raymond F. Kohn, Pres.
WFMZ-TV-FM, Allentown, Pa.

YOUNG RADIO EXECUTIVE

30 years old Commercial Manager, 1kw indies, ready to move up in Radio, TV or Ad Agency. East Coast area preferred. 9 years experienced. 8 years top play-by-play. "A" and "B" Baseball—Football—Boxing. 4 years Sales and Management—PD—News and Sports Director. Excellent commercial and DJ delivery. 5 years present job. Top references. Married, 3 children. Salary important—but opportunity prime factor. Available for New York area. Interview February. All replies promptly answered.

Box 126F, B•T

Announcers

RADIO & TV

Personality—Top Rated Singing DJ. Interested Relocating Position with Secure Future—Thorough Background In All Phases Of Radio—Currently Employed 50,000 Watt Radio Station Large Metropolitan Area.

Box 112F, B•T

Programming-Production, Others

VERSATILE RADIO-TV WOMAN

Strong on women's commentary, shopping shows, children's programs, special features. Thoroughly experienced in both media with newspaper and acting background. At present working in Baltimore on radio and TV but desire new opportunity. Prefer East but will consider any challenging offer. Resume, photo, tapes available.

Box 950E, B•T

(Continues from page 97)

owner **Earl Johnson** is former 33.3% owner of **WMID Atlantic City, N. J.**, and former vice pres. of MBS. Filed Jan. 5.

WSWW Platteville, Wis.—Seeks assignment of license to Southwest Wisconsin Co. for approx. $40,000 (exact price to be determined from records of station). Principals are Pres. **Miriam B. Monroe** (11.8%), Vice Pres.-Treas. **John F. Monroe Jr.** (29.4%), Secy. **Mary Ellen M. Schmitz** (29.4%), and **Margaret J. Monroe** (29.4%). All are engaged in investment banking business. Filed Jan. 10.

WAPC Waupaca, Wis.—Seeks transfer of control to Chain O'Lakes Bcstg. Corp. with voting trust, consisting of 52% of outstanding stock, to be set up. Will be controlled by present part owner **Harry Vose** and engineer **Nathan Williams.** Other corporate principals resigned from corporation to permit trust. Filed Jan. 6.

KABI Ketchikan, KJNO Juneau, KENI-AM-TV Anchorage and KFAR-AM-TV Fairbanks, all Alaska—Seek transfer of control from Lathrop Co. (controlled by estate executors) to 51 beneficiaries. Major inheritors either are already connected with stations or have no other broadcast interests. Filed Jan. 9.

KIPA Hilo, KHON Honolulu, Hawaii—Seek transfer of control to **Ira G. Mercer** for $1,530 plus assumption of $78,470 note. Mr. Mercer is presently 24% owner of licensee of KHON which owns majority interest in licensee of KIPA. Filed Jan. 5.

Hearing Cases . . .

OTHER ACTIONS

KVAR (TV) Mesa, Ariz.—Is being advised that application to move main studio from 1 mile west of Mesa city limits to its am studio location in downtown Phoenix (11.75 miles from present site and about 12.75 miles from nearest city limit of Mesa) indicates necessity of hearing. KVAR (TV) operates on ch. 12. Action of Jan. 11.

WTVH (TV) Peoria, Ill.—FCC designated for hearing application for mod. of cp to increase ant. height from 608 ft. to 1,009 ft. and reduce vis. ERP from 191 kw to 171 kw and aur. from 129 to 92.3 kw. Action of Jan. 11.

Dover, N. H.—FCC (1) denied protests of **WWNH Rochester, N. H.**, and **WVDA Boston, Mass.**, and (2) confirmed Jan. 27, 1955, grant to Granite State Bcstg. Co. for new am (formerly **WDNH**, now **WTSN**) to operate on 1270 kc, 5 kw unl. in Dover, N. H. Action Jan. 4.

Raleigh, N. C.—By memorandum opinion and order of Jan. 11, FCC (1) dismissed as moot petition and supplement filed by **WNAO-TV Raleigh** for stay of comparative proceedings on applications of WPTF Radio Co. and Capitol Bcstg. Co., for new tv station on ch. 5 in Raleigh and (2) denied supplemental requests by WNAO-TV for intervention, stay and for consolidation of comparative hearing proceedings with overall rule-making proceeding.

WGNS Murfreesboro, Tenn.—By order of Jan. 11 FCC granted petition to reconsider Commission May 5 order which directed **WGNS Murfreesboro** to show cause why its license should not be revoked; terminated and dismissed said proceeding.

Routine Roundup . . .

January 5 Decisions

By Comr. Robert E. Lee

John F. Thorwald, Harlingen, Tex.—Granted petition for extension of time to Jan. 6 to file exceptions to initial decision in re his am application. Action of Jan. 4.

Broadcast Bureau—Granted petition for extension of time to Jan. 4 to file its response to "Petition for Repudiation or Clarification" filed by Lake Huron Bcstg. Corp. on Dec. 20, re application of **WJRT (TV) Flint, Mich.** for mod. of cp. Action of Jan. 4.

By Hearing Examiner Herbert Sharfman

WJRT (TV) Flint, Mich.—Ordered that oral argument on petition of Lake Huron Bcstg. Corp., filed Dec. 20, and oppositions thereto filed by applicant and Broadcast Bureau Dec. 30, to defer action on application of **WJRT (TV) Flint,** for mod. of cp. Action Jan. 3.

WNIA Cheektowaga, N. Y.—Ordered hearing now scheduled for Jan. 10, re application of **WNIA Cheektowaga** for mod. of permit to extend completion date, is continued without date, pending further action by Commission. Action of Jan. 4.

By Comr. John C. Doerfer

Theodore Feinstein, Newburyport, Mass.—Granted petition for extension of time to Jan. 16, to file replies to exceptions to initial decision re his am application. Action of Dec. 27.

By Chief Hearing Examiner James D. Cunningham

Clovis, N. M.—Ordered hearing shall commence Feb. 24 in ch. 12 proceeding, Clovis, involving applications of Video Independent Theatres Inc. and KICA Inc. Action of Dec. 23.

Florida—Ordered hearing shall commence Feb. 24 in am proceeding involving applications of Joseph M. Ripley Inc., Jacksonville; Raymac Inc., Palatka, and Radio Starke, Starke. Action of Dec. 23.

By Hearing Examiner Thomas H. Donahue

New Castle-Salem, Ind.—Gave notice of prehearing conference in proceeding re am applications of Courier-Times Inc., New Castle, and **WSLM Salem,** Jan. 3. Action Dec. 27.

By Hearing Examiner Hugh B. Hutchison

Sanford A. Schafitz, Lorain, Ohio—Granted petition for continuance of hearing from Jan. 6, to March 6, re his am application. Action Jan. 4.

Broadcast Bureau—Granted petition for extension of time from Dec. 30 to Jan. 6 to file proposed findings of fact and conclusions re am application of **KUZN West Monroe, La.** Action Jan. 3.

KOB Albuquerque, N. M.—By order, affirmed ruling made in hearing conference Dec. 20, regarding certain evidence to be received in proceeding on applications of **KOB Albuquerque** for mod. of cp to operate on 770 kc, 50 kw unl., for license to cover same, and authority to determine operating power by direct measurement and retained Jan. 31 as date for next hearing conference. Action Jan. 3.

Clovis, N. M.—Gave notice of prehearing conference to be held Jan. 17 in ch. 12 proceeding, Clovis. Action Jan. 3.

Tennessee—Ordered hearing in am proceeding, involving applications of Columbia-Mt. Pleasant & Spring Hill Radio Corp., Columbia and Savannah Bcstg. Co., Savannah, is scheduled for Feb. 15, and that prehearing conference is scheduled for Feb. 1. Action Jan. 3.

Valley Bcstg. Co., Murphy, N. C.—Denied petition requesting that issues in proceeding re its am application and that of Cherokee Bcstg. Co., Murphy, be enlarged to include following issue: "To determine whether funds available to Cherokee Bcstg. Co. will give reasonable assurance that proposal set forth in application will be effectuated." Action Dec. 27.

By Hearing Examiner H. Gifford Irion

The Delsea Bcstrs., Pitman-Glassboro, N. J.—Granted petition for continuance of hearing from Jan. 9 to March 12 re its am application. Action Dec. 29.

By Hearing Examiner J. D. Bond

Franklin Bcstg. Co., Philadelphia, Pa.—Granted

FOR SALE

Stations

KVLH—$40,000

To terminate a partnership, KVLH is for sale. Eight-year average billing $53,314.82. Serves rich agricultural-oil area with three other good towns. Excellent opportunity for capable owner-operator. Half can be financed if desired. James T. Jackson, P.O. Box 106, Phone 1910 or 631, Pauls Valley, Oklahoma.

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

WANT A TV or RADIO JOB?

The National Academy of Broadcasting, 3338 16th Street, N. W., Washington, D. C., places graduates throughout the country. New term starts January 30th.

petition for leave to amend its am application so as to change site for location of its trans. Action of Jan. 4.

January 5 Applications

ACCEPTED FOR FILING

Modification of Cp

WORX Madison, Ind.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

Renewal of License

WEVE Eveleth, Minn.; KWAT Watertown, S. D.

SCA

KFML-FM Denver, Colo.

January 6 Applications

ACCEPTED FOR FILING

Renewal of License

KCMO-FM Kansas City, Mo.

Modification of Cp

WHEF-TV Brockton, Mass.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WJDW (TV) Boston, Mass.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WKNX-TV Saginaw, Mich.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 2.

KOOK-TV Billings, Mont.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 4.

WENS (TV) Pittsburgh, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 9.

WTTW (TV) Chicago, Ill.—Seeks mod. of cp (which authorized new non-commercial educational tv station) to extend completion date to July 6.

January 9 Applications

ACCEPTED FOR FILING

Modification of Cp

WNMP Evanston, Ill.—Seeks mod. of cp (which authorized change in ant.-trans.-studio location) for extension of completion date.

WROM-TV Rome, Ga.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 9.

WCKG (TV) New Orleans, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KECC Pittsburg, Calif.—Seeks mod. of cp (which authorized increased power and change to DA-2) for extension of completion date.

KWIQ Moses Lake, Wash.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

KTTS-TV Springfield, Mo.—Seeks mod. of cp (which authorized changes in existing tv station) for extension of completion date to April 17.

WIRI (TV) North Pole, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 26.

WMTV (TV) Madison, Wis.—Seeks mod. of cp (which authorized new tv station) to extend completion date to March 16.

License to Cover Cp Returned

WFNM De Funiak Springs, Fla.—Application for license to cover cp (which authorized new am station) returned; improperly dated.

License to Cover Cp

WWPC (FM) Chambersburg, Pa.—Seeks license to cover cp, as mod., which authorized new fm station.

Renewal of License

KSO Des Moines, Iowa; KLIL Estherville, Iowa; WMBH Joplin, Mo.

January 10 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Elizabeth C. Smith

WMLP Milton, Pa.—Granted motion to accept appearance filed one day late, Dec. 28, 1955, in proceeding re am application of **WARC Milton.** Action of Jan. 6.

Clarksburg Pub. Co., Clarksburg, W. Va.—Granted motion for indefinite postponement of hearing now scheduled for Jan. 16, re application of Ohio Valley Bcstg. Corp., Clarksburg, for cp for new tv station, ch. 12, subject to being rescheduled to commence on date not less than 30 days from date of order of rescheduling. Action of Jan. 5.

By Hearing Examiner Herbert Sharfman

WJRT (TV) Flint, Mich.—Issued memorandum of ruling denying petition filed by Lake Huron Bcstg. Corp. Dec. 20, 1955, to defer action on application of **WJRT (TV) Flint, Mich.**, for mod. of cp (ch. 12). Action of Jan. 6.

By Hearing Examiner Annie Neal Huntting

Musser Bcstg. Co., Elizabethtown, Pa.—Denied petition for leave to amend its am application, re staffing proposals. Action of Jan. 9.

New Johnsonville, Tenn.—Ordered prehearing conference Jan. 31, re am application of Johnsonville Bcstg. Co., New Johnsonville. Action of Jan. 6.

By Hearing Examiner Jay A. Kyle

KSLM-TV Salem, Ore.—Ordered prehearing conference Jan. 31, re tv application of **KSLM-TV Salem** (ch. 3), for mod. of cp. Action of Jan. 6.

By Hearing Examiner H. Gifford Irion

Arline S. Hodgins, Brighton, Colo.; Harry Laurence Hill, Fort Lupton, Colo.—Granted petition of Hodgins for leave to amend her am application so as to request use of 1250 kc, 500 w D, using DA, and to show certain resultant changes in cost of construction; application of Hodgins, as amended, and application of Harry Laurence Hill are both removed from hearing status and returned to processing line. Action of Jan. 5.

By Hearing Examiner Hugh B. Hutchison

KOB, Albuquerque, N. M.—Granted motion of Jan. 5, for reconsideration of order issued by examiner Jan. 3, re **KOB** applications for mod. of cp and for license to cover cp as mod., authority to determine operating power by direct measurement, and for hearing conference Jan. 9; effective date of hearing examiner's order of Jan. 3, is postponed until after conclusion of conference. Action of Jan. 5.

By Hearing Examiner Basil P. Cooper

Manchester, Conn.—Upon informal request of Commission's Broadcast Bureau, ordered further conference on Jan. 6, re am applications of Manchester Bcstg. Co., Manchester, Conn. Action of Jan. 4.

Herkimer, N. Y.—Issued order for conduct of hearing in am proceeding re applications of Radio Herkimer, Herkimer, N. Y., **WBSM New Bedford, Mass.**, and **WBEC Pittsfield, Mass.**; evidentiary hearing will begin Jan. 26. Action of Jan. 3.

By Hearing Examiner Elizabeth C. Smith

WARC Milton, Pa.—Ordered prehearing conference Jan. 12 in proceeding re am application of **WARC Milton.** Action of Jan. 6.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Jan. 6

KFPW-FM, Fort Smith, Ark.—Granted request to cancel license of fm station; call letters deleted.

Following were granted licenses for am stations: **WTIV Titusville, Pa.; KGAS Carthage, Tex.; KVHC O'Neill, Neb.; KYES Roseburg, Ore.; WSYL Sylvania, Ga.**

WCTA, Andalusia, Ala.—Granted license covering increase in D power.

WEKZ, Monroe, Wis.—Granted license covering increased power.

KGLN, Glenwood Springs, Colo.—Granted license covering change in frequency, increase in power, change in hours of operation and changes in ant. system.

WMAL-FM, Washington, D. C.—Granted license covering changes in licensed fm station.

WEPS (FM), Elgin, Ill.—Granted licsense to cover pending application for cp authorizing changes in licensed educational fm station.

Following were granted extensions of completion dates as shown: **WATE Knoxville, Tenn.**, to 6-1-56; **WTTW (TV) Chicago, Ill.**, to 7-6-56; **WJKO East Longmeadow, Mass.**, to 3-31-56.

Actions of Jan. 5

Following were granted extensions of completion dates as shown: **KWFT-TV Wichita Falls, Tex.**, to 6-19-56; **WGBS-TV Miami, Fla.**, to 7-20-56.

Actions of Jan. 4

KHAD-TV Laredo, Tex.—Granted STA to operate commercially on ch. 8 for period ending Jan. 20.

WRVA-TV Richmond, Va.—Granted STA to operate commercially on ch. 12 for period ending July 30.

NBC, New York, N. Y.—Granted extension of authority to deliver via direct relay, air or rail express, various television programs broadcast in United States over television stations owned by NBC to **CBFT (TV) Montreal** and **CBLT (TV) Toronto**, for broadcast in Canada, for period beginning 3 a.m. EST, Feb. 1 and ending 3 a.m., EST, Feb. 1, 1957.

CBS, New York, N. Y.—Granted extension of authority to deliver via direct relay, air or rail express, various television programs broadcast in United States over television stations owned and operated by CBS to **CMTV (TV) Havana, Cuba** for broadcast in Cuba, by CMTV; and to **CBFT (TV) Montreal, CKLW-TV Windsor, Ont.** and **CBLT (TV) Toronto**, for broadcast in Canada, both for period beginning 3 a.m. EST, Feb. 1 and ending 3 a.m. EST, Feb. 1, 1957.

Following were granted extensions of completion dates as shown: **WJHL-TV Johnson City, Tenn.**, to 7-28-56; **WJBK-TV Detroit Mich.**, to 5-14-56; **WISN-TV Milwaukee, Wis.**, to 5-1-56; **KAKE-TV Wichita, Kan.**, to 7-29-56; **KTVO Kirksville, Mo.**, to 8-1-56; **KVOS-TV Bellingham, Wash.**, to 7-30-56; **KHAS-TV Hastings, Neb.**, to 5-4-56; **KFSA-TV Fort Smith, Ark.**, to 7-1-56; **WSUN-TV St. Petersburg, Fla.**, to 8-3-56; **WHIS-TV Bluefield, W. Va.**, to 8-1-56; **KVSO-TV Ardmore, Okla.**, to 7-12-56.

Actions of Jan. 3

WSHE Sheboygan, Wis.—Granted mod. of cp to make changes in DA pattern.

January 10 Applications

ACCEPTED FOR FILING

Remote Control

WEIM Fitchburg, Mass.; WILK Wilkes-Barre, Pa.

Renewal of License Returned

KYNT Yankton, S. D.—Application for renewal of license returned; improperly signed.

Modification of Cp

WHUM-TV Reading, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 1.

January 11 Decisions

By the Commission

Granted Renewal of License

WGEM-AM-FM Quincy, Ill.; WFUL-AM-FM Fulton, Ky.

UPCOMING

JANUARY

Jan. 16: National Appliance & Radio-Tv Dealers Assn. Convention, Chicago.
Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention, Clemson House, Clemson.
Jan. 25-27: Georgia Radio & Tv Institute, U. of Georgia, Athens.
Jan. 26-27: NARTB Tv Code Review Board, San Francisco.
Jan. 27-29: American Management Assn. Annual Electronics Conference & Exhibit, Hotel Commodore, N. Y.
Jan. 30: International Alliance of Theatrical Stage Employes, General Executive Board, Hollywood—Roosevelt Hotel, Hollywood, Calif.
Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.
Jan. 30-31: Annual Convention, British Columbia Assn. of Radio & Tv Broadcasters, Hotel Vancouver, Vancouver, B. C.
Jan. 30-Feb. 3: Winter General Meeting, American Institute of Electrical Engineers, Hotels Statler & Gov. Clinton, N. Y.

FEBRUARY

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.
Feb. 2: Sports Broadcasters Assn. Ninth Annual Dinner, Park-Sheraton Hotel, New York.

Carolina Independent

$70,000.00

Profitable independent property located in a desirable and heavily populated Carolina market. Gross is in excess of purchase price. Valuable real estate and some working capital included. Cash required, $25,000.00 —balance on liberal terms.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford B. Marshall	Ray V. Hamilton	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

It Should Stay Out of Print

EVER hear of the Blue Book?

It will have an anniversary March 7—its tenth. That was a black March 7, the day the Blue Book was born. It marked the first concerted effort of a regulatory agency to foist upon broadcasting an overall program censorship. It used the back door in an effort to force broadcasters, so the then FCC said, to perform in programming as they promised when they applied for facilities.

The Blue Book was contrived by a New Deal FCC. Not one member of that Commission serves today. It was not a formal opinion. It was not based on a hearing or on rule-making. It couldn't have been, because the Communications Act of 1934, and all its predecessors, specifically precluded censorship of programs. Programs were and are the editorial content of broadcasting.

A vicious fight ensued. Broadcasters were a phalanx in opposing the FCC's attempt to strip their medium of its freedom. After many months—and the loss of a key case wherein two outsiders sought to wrest a license of an existing station mentioned in it—the Blue Book appeared to die a silent, ignominous death. In the process, most of the FCC membership changed too.

We cite the upcoming birthday of the Blue Book because history has an innocent way of repeating, notably where regulatory bodies are concerned. A few weeks ago the FCC cited 17 stations in Wisconsin and Illinois for purported "imbalance in programming." Those states happened to be the first of the cycle before the FCC on license renewals. Others presumably are to follow.

Those 17 citations went virtually unnoticed, except for the stations affected, and for the news coverage provided in this newsweekly. Except for an old-timer or two, we doubt whether the FCC even gave thought to censorship or the ill-begotten Blue Book, in authorizing the letters. The staff served them up, and the Commission apparently saw no harm in prodding the stations because they hadn't lived up to the mathematical commitments in their previous renewals on religious, agricultural, education and public service programming and perhaps ratio of sustaining to commercial programming.

Who is the judge of what the public wants? Has the public complained? The public accepts or rejects programming as it pleases. Those stations which do not win the public's favor lose audience and business. They do not survive.

We happen to think that program censorship is farthest from the minds of the incumbent FCC members. Individual members may feel that there is need for improvement in some areas. So do we. What art, business, or government agency can't be improved? What newspaper, or trade journal?

The point is the public, preponderantly, likes what it is getting over radio and tv. Even if it didn't, the recourse would be to Congress and to the Constitution. The FCC cannot censor, by the front door, back door, or basement.

Something Missing

WE SUPPRESS our natural modesty to announce that this issue's story of the effects of the Detroit newspaper strike is, to our knowledge, the most comprehensive and objective yet published on that subject.

Newspapers, magazines and news services have carried many stories about the effects of the strike, but most of the reports have been at best superficial and at worst slanted to make things seem better or worse than they actually were. It was our intention, in sending a senior editor to Detroit, to try within the limits of human prejudice to obtain an impartial report. We think we succeeded.

It would make the jobs of radio and television promotion men easier if we could conscientiously say that newspapers weren't missed in Detroit and the jobs of newspaper promotion men easier if we could say that Detroit business was bad. Neither report would be true.

As has been apparent in our week-by-week coverage of the strike, the absence of newspapers did not constitute a civic calamity. But people wished they had their papers to read, and advertisers wished they had more places in which to advertise. The simple truth is that the removal of all the city's three metropolitan dailies created a severe shortage of advertising vehicles. Radio and television did not have time enough to accommodate the total Detroit advertising volume. If the situation were reversed, and radio and television were out of business, newspapers would find it impossible to absorb the advertising that would suddenly be homeless.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Our guest on tonight's sports show is none other than the all-state center from City High School!"

The fact that many Detroit retailers have been able successfully to convert their advertising from newspapers to the broadcast media will, of course, accrue to the benefit of radio and tv when the newspapers resume publishing. The strike has installed radio-tv in the consciousness of advertisers who previously had ignored those media.

But to say that radio and television can do the whole advertising job for Detroit or any other city would be as idiotic as to say that in the contemporary business world newspapers can do the whole job without radio and television.

Ours is a complex advertising structure which needs all its parts in good working order if it is to function at maximum efficiency.

Farmer & the FCC

YEARS ago, even before the FCC began business, Washington's regulators learned that farm dwellers wouldn't tolerate undue interference with their radio reception. Through their federations and granges, they stormed Congress whenever curtailment of service was threatened.

The farmer and radio are inseparable. The farmer arises and retires with it. He plans his day by it. He listens while he tills. He buys what radio sells. And he gets his commodity prices as he trucks to market.

Now, according to the Census Bureau, television has come into the farmers' life to the extent of coverage of 40% of the farm population. The degree to which tv has invaded the farm market in a half-dozen post-war years appears to be in direct proportion to availability of service. In compact New Jersey better than 80% of the farmers have sets. In sparse Wyoming it is 7.6%

These statistics are of importance as the FCC ponders anew the overall problem of tv allocations. Most of the farm audience is supplied by remote stations. Farmers have spent hundreds of dollars for receiving antennas to pick up these signals. The farm audience began to spurt as tv stations went to full power, enabling them to provide greater coverage.

In considering proposals for reduced separations to allow "drop-ins" or for directional antennas and other shoe-horn allocation devices, the FCC must take into account the consequences of loss of service to rural and remote areas. The economics of tv are such that the farm viewer, if he is denied the service for which he must now reach at considerable expense, probably would be deprived of any substitute service for the foreseeable future.

Drop-ins, for the most part, are being sought in populous areas. Some few might function without doing violence to engineering standards and without impairing rural and remote service. But those will be the exceptions. The FCC should be cognizant of the furor that inevitably will arise if farm viewers now getting service suddenly are blacked out.

It's Big

3

CBS TELEVISION

For Top "TV" in Memphis and the Mid-South!

TOP SHOWS!
TALLEST ANTENNA!
FULL POWER!

Yes, WREC-TV, Channel 3, is bringing to the great Memphis and Mid-South market a hard-to-beat combination for viewers *and advertisers* alike! To the choicest spot on the Memphis TV dial, *WREC-TV* has brought the "know-how" and standards of excellence that have consistently kept WREC-Radio Number 1 on radio survey after survey by Hooper, Pulse and S.A.M.S.! Add to this a full basic affiliation with the CBS Television Network . . . and you'll agree that an availability request is in order. See your Katz man soon.

WREC-TV

CHANNEL 3 MEMPHIS, TENN.

Represented Nationally by The Katz Agency